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VOLUME 6 • ISSUE 5
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www.gameweek.com

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CyberActive Media Group, Inc.

NEWSPAPER

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February 21, 2000

NEWSPAPER HANDLING

Mattel's Barad Calls It Quits

Learning Company red ink leads to resignation

By Andy Eddy

As one of only four women heading up a Fortune 500 company, Jill Barad has been under the microscope on a number of occasions during her tenure as Mattel's chairman and CEO, particularly as her company suffered surprising financial losses. Those losses apparently took their toll because earlier this month, the 48-year-old Barad stepped down from the helm at Mattel, immediately following the company's statement that revealed poor results for Fiscal Year 1999.

In its combined fourth-quarter and annual financial earnings announcement, Mattel indicated that it had net sales for the quarter of $1.8 billion with net losses of $18.4 million of $.04 per share—especially surprising given that the average estimate in a poll of financial analysts by First Call/Thomson Financial before Mattel's announcement showed expectations of a 25 cents a share profit. Annual net sales were $5.5 billion with earnings of $182.1 million or $.43 per share.

Barad and Mattel firmly indicated that heavy losses from Mattel subsidiary The Learning Company (TLC)—due to "a slowdown in CD-ROM sales...[and] inventory problems and discounting"—dragged the entire company down and resulted in Barad's resignation from the company and its board of directors. Mattel put TLC's pre-tax losses for the fourth quarter at $183 million and its pre-tax losses for the entire year at $206 million.

In retrospect, many saw Mattel's purchase of TLC—a stock-swap deal that cost Mattel approximately $3.6 billion—as a pricey transaction, even with TLC's standing as one of the biggest consumer software publishers; the purchase price was more than four times TLC's revenues. While TLC brought the toy giant some established software franchises, such as *Reader Rabbit*, *Myst* and the *Carmen Sandiego* property (in 1998, TLC acquired Brøderbund for about $420 million and Mindscape for about $150 million), the 1999 holiday season offered no prominent releases from those brands.

Jill Barad, Mattel's former chairman and CEO.

LONG STINT AT MATTEL

Barad started at Mattel in 1981, as a product manager. She was named CEO in January 1997, and added the title of chairman of the board in

(continued on page 6)

Nyko Fights to Protect Intellectual Property

By Ben Rinaldi

When Nyko first introduced its snazzy Worm Light peripheral in September 1999—which was designed to aid Game Boy Color players by shedding more light on the tiny screen—its success guaranteed that other peripheral manufacturers would try to copy the ingenious design and functionality. Now, almost six months to the day of Worm Light's release, Nyko finds itself in the precarious position of having to defend its intellectual property from unscrupulous competitors

(continued on page 4)

Nintendo Continues to Support Pokémon, Strong Push at Retail

By Jason R. Rich

Consumers and retailers alike are poised for the next wave of the Pokémon invasion in America. *Pokémon Stadium* for the Nintendo 64 (MSRP: $69.95) ships March 6th and is being accompanied by a $4 million product specific advertising and marketing campaign (with heavy in-store P.O.P. support), combined with a 20-city mall tour, called The Pokémon 2000 Stadium Tour.

In total, Nintendo of America plans to spend over $25 million during March 2000 to promote *Pokémon Stadium* and the simultaneous release of the six new colored N64 systems (sold separately).

During the same timeframe, the first *Pokémon* motion picture will be released on video, adding to the Pokémon hype that

(continued on page 8)

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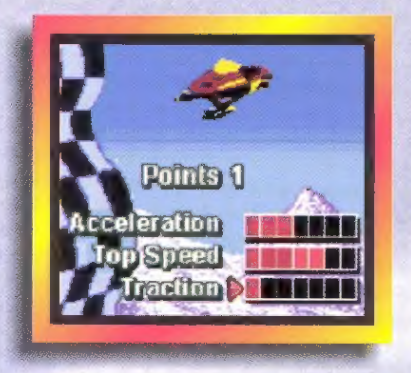

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Planned Q4 Launch of Game Boy Advance Gets Mixed Reaction

Is Nintendo fixing something that isn't broken?

By David Ward

That's the concern being voiced both publicly and privately within the videogame industry as Nintendo plans to roll out its next-generation Game Boy Advance portable system in the U.S. while the current Game Boy Color is still going strong.

Nintendo of America (NOA) Marketing Vice President George Harrison said the parent company in Japan is still intent on launching the 32-bit Game Boy Advance in Japan in August followed by a Q4 launch in the U.S. and Europe. Harrison said the Game Boy Advance price point will be under $100, adding that the Game Boy Color MSRP will probably be lowered from the current $79.99 when the successor is launched.

While little is known about the software that will accompany the Game Boy Advance launch, development tools for the new portable system are being sent out this month (Feb.), leaving little time for third party publishers to ready games for Christmas 2000. "If it's a cartridge-based system, you only have six months to do a good game," noted THQ President/CEO Brian Farrell. "On a new system, that doesn't feel very right."

Compounding the issue is that Nintendo has said the Game Boy Advance will have some sort of wireless online component, which Farrell notes publishers have yet to see.

All this is raising concerns that publishers and retailers may be forced to deal with a new portable system before the market is ready. "We're a big supporter of Nintendo and we'd love to see Game Boy Advance, but I hate to see it too early," Farrell said. "I hate to see us ruin one of the real vibrant markets in this year 2000."

Certainly Game Boy Color has emerged as the biggest surprise of the past year. Driven largely by the Pokémon craze, NOA is on track to sell 8 million hardware units for the fiscal year ending in March. That number could have been higher except for hardware shortages during the holiday season that have continued into the first months of 2000.

In many ways, the Game Boy Color business model right now is as close to a sure thing as this industry gets. Development costs are low, price points for both hardware ($79.99 MSRP, $69.99 street) and software ($19-$29) are stable, and the Pokémon license drives hardware sales, giving third-party publishers and retailers a steadily increasing installed base.

Given all this, it's no wonder many are worried that Game Boy Advance may end up killing the proverbial goose that lays the golden eggs.

"No one is quite sure why Nintendo is doing this," said one retail channel source. "Given the prospects for the N64, we know they're counting on portables for a lot of revenues next year. But it really could end up hurting Game Boy Color. And $99 may be too high a price point for a portable system."

Artist conceptual illustration

Not everyone feels that the timing is wrong for Game Boy Advance. "I don't think that having GameBoy Advance out there is going to kill the Game Boy Color platform," said Funco Senior Vice President Jeffrey Gatesmith. "Whether consumers are ready and want Game Boy Advance, they'll have an opportunity to vote on. I always feel like when new technology comes out and companies resist that technology—for whatever reason—in favor of the status quo, they end up making a mistake."

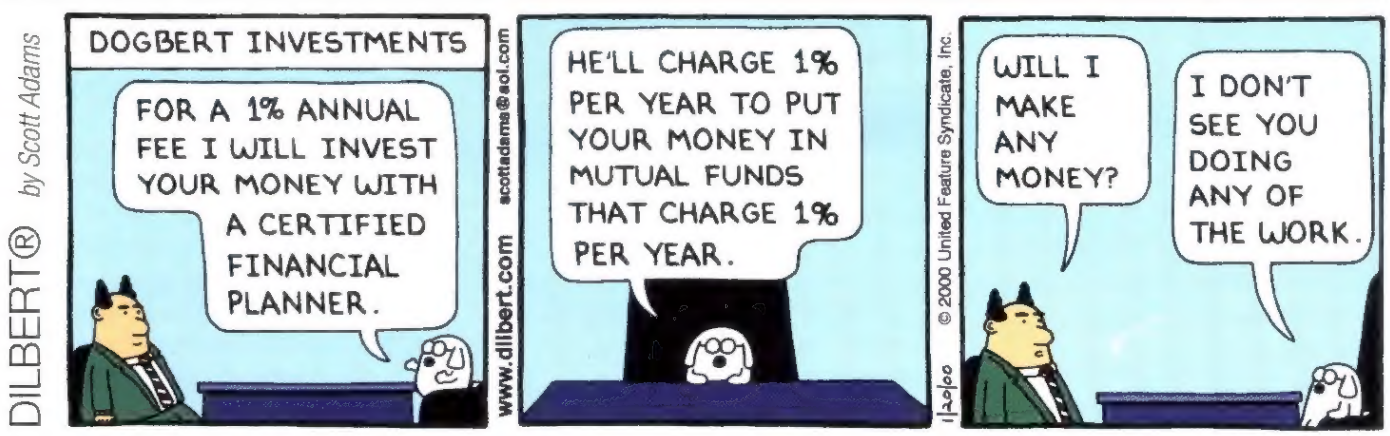
But with PS2 and Game Boy Advance, and possibly even the Nintendo Dolphin, joining PlayStation, N64, Sega Dreamcast and GameBoy Color on the market, stores will face some difficult decisions next holiday.

"With all the new formats there will be a shelf space problem for certain retailers," noted Electro Source Senior Vice President Steven Kleckner. "It gives an advantage to the retailers, like a Best Buy, that have a good amount of shelf space. But for some of the mass merchants, it will make it very difficult because nothing else is going away and you're adding PlayStation2, you just added for Dreamcast and you're adding accessories for all these formats. So it does make it very tough for some retailers to correctly merchandise everything."

There is also the question of whether NOA will be able to meet demand for both Game Boy Color and Game Boy Advance. The company projects it will sell six million Game Boy Color units and one million Game Boy Advance during the next fiscal year ending March 2001. That will end up putting a lot of pressure on Nintendo's manufacturing partner Sharp, which makes the LCD and other components for the Game Boy Color, and will likely do the same for the Game Boy Advance.

"The Game Boy Color is such a great product that it has never been able to supply the hardware to keep up with demand," added another source.

But Harrison pointed out that trying to time the launch of a successor to a phenomenally profitable platform is a problem that any hardware company would love to have. He also said NOA realizes that regardless of when the Game Advance reaches shelves, the bulk of the videogame revenues in 2000 will be from the older platforms. "We've been out briefing retailers and trying to keep them focused on the existing systems," he said. "We believe that 85% of the business in the year will be on the N64, PlayStation, Dreamcast and Game Boy Color." **GW**



GameWEEK EDITORIAL

By Jim Loftus, GameWEEK Managing Editor

Too Much Power Is Never Enough

One thing before I jump in here. I received a call a few weeks ago from an industry big-leaguer (who shall remain nameless) that was offended by the "*Burger King Has No Balls*" headline we ran in the 1.17 issue. The thought never occurred to us that someone would take it as anything more than intended. We deliberately chose those words not to be disrespectful, but as a way to scold the corporate burger-slapper for its hesitant recall of hazardous Pokéball containers which at the time resulted in the death of an innocent child (now another infant has died of a similar tragedy.) Perhaps if the person read the entire article and gave it some thought, they would have understood what that headline really meant.

Okay, on to more pleasant thoughts. Here we are, less than two weeks away from what is sure to go down as one of the most successful product launches the world has ever witnessed. Sony will be one step closer to total entertainment dominance on March 4 when its powerful PlayStation2 blazes to life in Japan.

PS2 is powerful, but just how powerful? One developer was overheard saying it packs "enough juice to do just about anything we want." Could this be true? Every system has cranked uber impressive tech demos; take Dreamcast for instance. Back in '98, Sega wowed a lot of us with mind-boggling real-time graphics demos and pledged its new system would put an end to clipping and slowdown problems once and for all. That's hardly been the case. As more advanced technology becomes available, graphics and gameplay goals become higher and the strains increase accordingly. It will be no different with PlayStation2.

When Namco's *Ridge Racer* hit the PlayStation five years ago, how many of us wondered, "Can it get any better than this?" It has. Just look at *Ridge Racer V*.

It's a never-ending cycle, of course. Each and every time the curtain is lifted on a new piece of hardware, everyone stands around, slack-jawed at the thought of taking part in the end-all, be-all gaming experience, and I'm as guilty as the next guy. When the smoke clears, it's on to the next box. Our thirst for gaming nirvana will never be satiated. Ever. We will always want more power, and then when that's not enough, we'll want even more power, until one day we enter the Matrix and our heads explode.

Where's Scotty when you need him? **GW**

Coming next week:

Ben Rinaldi discusses how to attract women by playing videogames....

Nintendo's Lincoln Exits Stage Left

Former chairman ends career with company, moves on to Seattle Mariners

By Ben Rinaldi

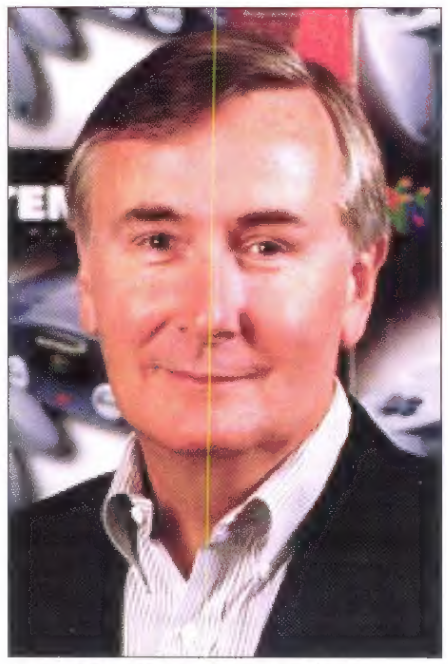
Howard Lincoln, Nintendo of America's (NOA) former chairman, has ended his long tenure with the Big "N" to take an active role in the day-to-day business operations of the Seattle Mariners baseball club (of which Nintendo owns a fifty percent stake). Lincoln first announced his resignation last year, but it became official in mid-February. Before Lincoln could take his game to the friendly confines of Safeco Field, however, select members of the media had the opportunity to catch up with him at NOA headquarters where he talked about his departure.

Lincoln said he would miss working in the interactive entertainment industry, explaining that he is particularly disappointed about not being around to see the launch of Nintendo's next-generation console, code-named "Dolphin."

"I'm excited because the more I see of Dolphin, the more I see how we will be able to market the product at a very competitive price point—both hardware and software," said Lincoln. "Mr. Arakawa (NOA president) and I have had to listen to some third-party publishers over the years talk about the "economic model" of N64 with cartridges. The idea that we're going to be competing on a worldwide basis on a DVD software format is really music to my ears, and I have to tell you that Dolphin is going to be the great system. I think it's going to get tremendous support from third-party publishers and I think we're going to give Sony a run for its money."

He went on to say that Nintendo has purposely kept details about Dolphin under wraps, but promised that the gaming community would be pleasantly surprised when Nintendo finally unveiled the superconsole. He gave no further details except to say that the console may make an appearance at the E3 Expo in May.

When asked what his most memorable moment had been with Nintendo, Lincoln replied that a grueling trip to Russia with Mr. Arakawa in the early '90s stands out most in his mind. The trip was taken in order to secure the rights to the Tetris license (the hottest videogame property around at that point in time). Lincoln concluded that it was his most fulfilling experience and one he will not soon forget. The entire story behind that historical excursion can be found in CyberActive Media's *Game Over: Press Start to Continue*, a fascinating book that chronicles Nintendo's rise to power in the videogame industry.



Howard Lincoln, traded to the Mariners

The staff of *GameWEEK* would like to wish Mr. Lincoln the best of luck in his future with the Mariners. We offer one bit of advice as he begins his new career: Sign Griffey! **GW**

Continued from the Cover

Nyko Fights to Protect Intellectual Property

intent on introducing knockoff products into the U.S. marketplace.

The problem was first brought to Nyko's attention when retail buyers around the country began relaying information of products with an identical design—and in some cases even carrying the same name—as Worm Light. Bob Rienick, Nyko's vice president of sales and marketing, said most major retailers have been very supportive, telling him that they are very happy with Worm Light's sales performance, and that they have no intentions of carrying the cheaper, inferior products. Just the same, Rienick indicated that the company will fight to make sure people understand that Nyko's product is the only one they need.

GameWEEK has learned that Nyko is taking swift legal action to protect itself and its products by filing suits against several distributors, claiming both infringement of intellectual property and unfair competition. "Imitation is the sincerest form of flattery, but we are concerned because now there are a lot of inferior products on the market," Rienick said. He went on to explain that "competitors can come out with an adjustable light source [for Game Boy], but it doesn't have to look like our Worm Light. Every single one of them looks identical to our product."

While Nyko would not divulge the names of the offenders for obvious legal reasons, *GameWEEK* did its own investigation and found various international distributors out of Hong Kong and Taiwan, in addition to two U.S. peripheral manufacturers selling similar products. Amazingly, these Game Boy lights seemed to do their best to match Nyko's Worm Light, right down to the spiral cord design and similar packaging. A quick test of these products proved that looks could be deceiving: While they may look identical to Worm Light, most failed to work properly or in some cases not at all. Retailers would be wise to steer clear of these cheap imitations. **GW**

Above: Some of the Worm Light clones proliferating the market.
Top and right: Nyko's original product.

Linux Expo Shows Little Support

By Joel Easley

The Linux operating system still has a very underground feel to it. Perhaps that feeling is perpetuated by the lack of support from software publishers. Not too long ago the same cloud hung over the head of the Macintosh OS, but recently, the Mac platform received a significant boost from software publishers when it made announcements regarding product releases. Much of the success is due to the release of the company's futuristic, fruity colored iMac and iBook.

Linux, on the other hand, doesn't have the benefit of translucent housing and a huge marketing budget. During the recent Linux Expo in New York City, *GameWEEK* combed the halls of the convention center searching for publishers or developers of interactive entertainment and had a hard time finding anyone who was supporting the OS. The only publisher on-hand was Loki Entertainment, which recently ported over popular PC titles such as Activision's *Quake III: Arena* and Bungie's *Myth II: Soul Blighter*.

Supporters of the system are very loyal, as one show go-er pointed out; "Microsoft is a dirty word around here." However, even with the positive buzz surrounding the show, acceptance by the mainstream user still isn't strong. To find out more regarding the development of entertainment products for Linux check out the GameDaily at www.gamedaily.com. **GW**

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Even if it looks human, it may be an ARK drone.

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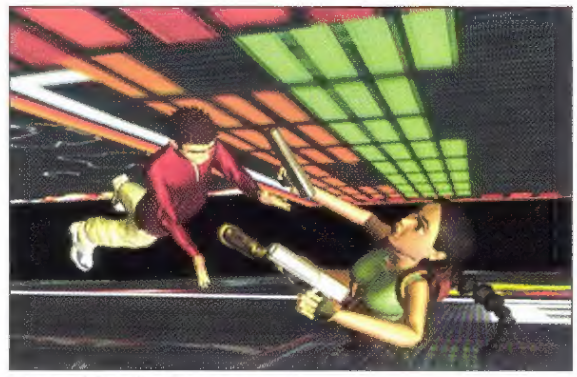
Lara and Nike "Just Do It"

Animated commercial rings-in celebrities

By Joel Easley

Eidos' marketing machine has teamed up with Nike to produce a new commercial featuring the first lady of interactive entertainment, Lara Croft. The ad, which is limited to European markets as of now, first aired on the Internet and featured not only the buxom Ms. Croft but also Nike's digital spokesperson, Leo.

Aside from the fictional characters, real-life athletes also appear in digitally animated form to hock more of Nike's shoes and athletic apparel. The commercial takes place in "cyber game-land" and has the 50,000 polygon Leo wearing the new Nike Air Cross Trainer 2 while evading all sorts of peril and messing up the games of several athletes. Among the familiar faces, consumers will recognize Michael Jordan, Pete Sampras and Andre Agassi. Along the way Leo has a run in with Eidos' mascot and star of the *Tomb Raider* series, Lara Croft.



Leo and Lara's close encounter.

Adding more insight into how the merging of Nike and Eidos properties came together is Sutton Trout, director of licensing and creative affairs for Eidos Interactive; "We started talking with Nike probably nine months ago now, maybe closer to a year, about teaming Lara with the Nike brand; whether it was Nike signing Lara as a cyber athlete or cyber model, there were a lot of combinations that were going on and are going on. For the first opportunity to test the two brands together, we came up with this plot where she's paired up with...real athletes in cyber space."

Like many interactive entertainment companies, Eidos hopes to take advantage of in-game branding and advertising in the near future. "I see a lot more potential coming out of this spot with Nike. You see a lot of games these days that are doing movie-style partnerships and promotions and also product placements, so it only makes sense that eventually you'll see your favorite game with people wearing the newest Nike clothing or DKNY clothing the same way you have product placement in movies."

Further discussing the possibilities of the Eidos and Nike television spot, we questioned Trout about the chance of seeing a Nike commercial featuring Lara Croft here in the U.S. He responded by saying, "Not at this point," also adding, "We're not sure what the next step is going to be. We're just going to wait and see." **GW**

Sears to Relocate Videogame Department

By David Ward

In a move that reflects the changing demographics of game consumers, national retailer Sears, Roebuck and Co. will shift its videogame hardware and software department out of the boys clothing section of stores and into the chain's consumer electronics-oriented Brand Central department, *GameWEEK* has learned.

The shift in all 845 domestic Sears stores will take place "sometime in the middle of the year, obviously before the fall selling season," said Charles Cebuhar, vice president/general manager for Brand Central. "From our perspective, that's where the customer expects to find it. We think with the advent of products like PlayStation2, that it makes a lot of sense. It reflects (the category's) complexity."

In many ways, the videogame department at Sears provides an interesting glimpse into how the console industry has evolved. Videogames began in the retailer's toy section, but in the early 1990s, Sears renamed it Funtronics and relocated it as a standalone department in the boys clothing section of stores.

The theory was to provide the chain with cross-selling opportunities aimed at boys and their parents. But in reality, the location proved as much of a detriment as it was a benefit. While videogames have done well as a category for Sears in recent years, Funtronics' limited shelf space meant the chain couldn't match the depth of the software library that its competitors carried.

Cebuhar was unsure whether the Funtronics name would survive the move, but insisted the chain is very committed to category. "We are going to re-fixture it," he said. "We're in discussions with all the players—Nintendo, Sony and Sega—obviously not only looking at where the current business is, but also looking forward."

While Sears has carried relatively high software price points in the past, Cebuhar said, "We solved some of the price issues. I think the biggest issue we faced was competitiveness in assortment—having the right titles at the right time."

Sears recently announced that same store sales for the four weeks ending Jan. 29 rose 1.7% compared with the same period a year earlier. Total sales increased 3.5 % to $1.83 billion. **GW**

Continued from the Cover

Mattel's Barad Calls It Quits

October 1997. During her time as Mattel's leader, she was aggressive in building the company from "a toy company into a premier global family products company. As well as its software acquisitions, Mattel merged with Tyco Toys in March 1997 and purchased the Pleasant Company (along with its American Girl brand) in July 1998. It also picked up the assets of Purple Moon, a girls software company, in March 1999, not long after it closed its doors.

Undoubtedly, the company has built its own share of brand-name success stories, such as Hot Wheels, Fisher-Price, Matchbox, GI Joe and Barbie. It has also licensed strategically, with such affiliations as Disney and Nickelodeon, bringing to its catalog such franchises as Mickey Mouse, Donald Duck, Winnie the Pooh, Rugrats and Blue's Clues.

With Barad leaving the company, a company statement indicated that operations will be managed by key executives in what the company is calling the "newly formed Office of the Chief Operating Officer." That group includes recently hired president of Mattel Interactive and former Sega of America COO, Bernard Stolar. Mattel also announced that it had retained Korn/Ferry International to "actively [conduct] a search for a new chief executive officer."

Meanwhile, the statement went on to say that Stolar is working to "identify substantial opportunities to improve operating productivity and realize cost savings." Undoubtedly, his history in the interactive entertainment industry should prove beneficial to Mattel as it works to swim out of the red ink TLC has brought. **GW**

newsbits

3DO Powers Up with LithTech Engine—Two days after announcing a licensing deal with Interplay's Black Isle Studios, LithTech Inc. has signed another licensee. The 3DO Co. has committed to using the LithTech game-development engine in the development of multiple installments that are being created for the *Might & Magic* series. LithTech speeds up the development process by enabling the design team to concentrate on content rather than the engine to get the game running. The engine has been used by Monolith Productions, LithTech Inc.'s parent company, in such titles as *Shogo: Mobile Armor Division* and *Blood II*.

Industry 1999 Sales Exceed $7.4 Billion—PC Data reports that the U.S. retail sales of interactive console and PC games reached a new high in 1999, with a 20.7-percent increase from 1998. Console videogame software accounted for 50.5 percent of the industry's total revenue, while console videogame hardware made up 30.9 percent and PC game software 18.6 percent. The biggest growth was seen by Nintendo's Game Boy Color, which increased revenues 226 percent from last year. In the PC area, Havas Interactive was the year's leading publisher, thanks to games like *Half-Life* and *StarCraft*.

Creative Launches New Music Products—Creative Labs has used this week's NAMM (National Association of Music Merchants) trade show in Anaheim, California to spin out a couple of new products. The Creative BlasterKey MP3 is "the industry's first Internet-centric, low-cost MP3 keyboard," which features 49 touch-sensitive keys, compatibility with MIDI (musical instrument digital interface) and easy connection to the Sound Blaster Live! audio card, as well as a bundle of software. The company has also set up a dedicated website as a repository for related information, support, files and upgrades. The BlasterKey keyboard has a suggested retail price of $99, and is slated to be available this spring.

The company has also introduced Lava! Producer, an authoring tool that comes out of Creative's Lava.com division. The software enables the user to create animated videos for MP3 music files without the need to learn extensive programming, as well as offering the ability to integrate video from Creative's Video Blaster WebCam. Lava! Player is available now, offering users to check out the type of animations that are capable under this system, and Lava! Producer will be available for online download and purchase next month at a price of $29.95.

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Continued from the Cover

Nintendo Continues to Support Pokémon, Strong Push at Retail

will be sweeping across the entire country.

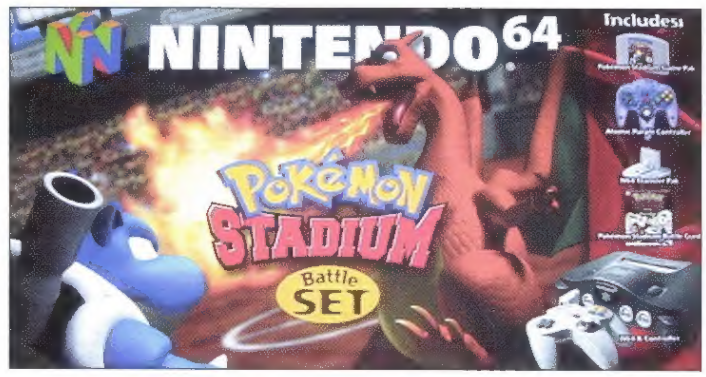
In addition to offering gamers the first opportunity to see all 151 of the Pokémon in full-color and in 3D (within a fighting game that expands upon the adventure offered by *Pokémon Red*, *Blue* and *Yellow* for the Game Boy), *Pokémon Stadium* is bundled with the new N64 Transfer Pak, which allows the Game Boy versions of this popular game franchise to link up with this N64 title.

Pokémon Stadium is also compatible with the sticker machines (introduced in conjunction with *Pokémon Snap*) that are now installed at Blockbuster Video locations. Through an intensified marketing effort, Nintendo hopes to boost interest in these machines, which are specifically targeted to younger gamers.

Pokémon Stadium offers several one player and multiplayer game play modes. The graphics and animations in this game are a vast improvement over what gamers have already experienced on their Game Boys. This N64 title offers turn-based Pokémon battle action (which follows a very similar format to what gamers are already familiar with from the Game Boy versions of *Pokémon*).

In conjunction with the release of what could easily become Nintendo's biggest selling game for the year (although *Perfect Dark* may ultimately earn this recognition), the company is releasing the limited-edition Nintendo 64 *Pokémon Stadium Bundle Set* (MSRP: $149.95), which includes an N64 system, two controllers (one gray and one atomic purple in color), the *Pokémon Stadium* game, one N64 Transfer Pak, a Pokémon battle guide and a full-color poster. Available starting March 27, this hardware/game bundle will also include a special Pokémon Wizards of the Coast trading card.

Perrin Kaplan, Nintendo's director of corporate affairs, stated, "A lot of what we're doing to launch *Pokémon Stadium* revolves around the 20-city tour. Each time we've done a Pokémon-related tour at malls across the country, we've attracted thousands upon thousands of attendees." For several weeks now, retailers have been participating in various pre-sell campaigns for this title. Kaplan stated that by early-February, before the promotional tour and advertising actually began for this title, the pre-sell campaign had been exceptionally successful, resulting in what could be record-breaking sales by the time the game actually ships.



Pokémon Stadium *will also be released in a limited edition bundle set.*

"*Pokémon Stadium* isn't just about collecting Pokémon. It's about evolving things to a whole new level, allowing the Pokémon characters to compete against each other. The game play is a bit slower than traditional fighting games because of the turn-based element, but the consumers who have already played *Pokémon Stadium* are highly engaged by the title and very excited about it. The game combines interactive action with some of the excitement of watching the *Pokémon* movie or animated TV series," said Kaplan.

Pokémon Stadium is being targeted to gamers between the ages of six and fourteen; however, it's very likely this game will also attract older gamers due to the mass-market popularity of Pokémon. "*Pokémon* is sort of like the *Super Mario Bros.* games; there are no age limits. The Pokémon franchise is truly amazing.

There are now over 100 Pokémon licensees and over 1,000 licensed Pokémon products," said Kaplan.

While the Pokémon franchise is clearly popular, the challenge Nintendo of America faces with the launch of *Pokémon Stadium* is educating consumers about the N64 Transfer Pak and how this N64 title can be used in conjunction with the existing *Pokémon* Game Boy titles (*Red*, *Blue* and *Yellow* versions). "Nintendo continues to be a pioneer in how gaming occurs and in introducing new ways to interact with games. The N64 Transfer Pak adds game play value to the existing *Pokémon* Game Boy titles while expanding upon what can be done when playing *Pokémon Stadium*," said Kaplan.

It's not necessary for a gamer to own (or have played) any of the Game Boy-based *Pokémon* games in order to enjoy *Pokémon Stadium*. All 151 of the Pokémon characters are already built into the game. However, if a gamer wants to catch and train their own Pokémon on the Game Boy, they can do so and then transfer those custom-trained Pokémon to *Pokémon Stadium* to see them perform in battle.

"Up until now, a lot of the marketing focus in regard to *Pokémon* games has been to educate consumers on the collecting and trading aspects of the games. Our marketing message for this game is to promote the battle elements of Pokémon. I believe consumers already know what Pokémon as a whole is all about. This game focuses on how the Pokémon characters engage in battle," explained Kaplan.

There are many reasons why Pokémon has become such an incredible worldwide phenomenon that shows no indication of slowing down any time soon. "Pokémon offers a mental and emotional challenge. It's complex, and it's owned by the player. The Pokémon universe is a totally imaginary one, but it's very deep and involves an intricate and neverending storyline," said Kaplan.

The popularity of Pokémon has been a tremendous boost for videogame retailers, but for Nintendo, this franchise has allowed the company to open up new distribution channels, such as through The Warner Bros. Stores. "Videogames are a permanent form of entertainment in American households. They're no longer something you buy at one specific type of store. With the number of licensees we have, I think a wide range of different companies want to jump on the bandwagon, so we're bound to see the evolution and growth of Pokémon spread even further. This has become a $1.6 billion franchise, which, even after 53 months, continues to be a huge business in Japan," said Kaplan, who strongly believes the life cycle of the Pokémon franchise will have similar success in America.

Nintendo believes the launch of *Pokémon Stadium* will breath new life into N64 hardware sales, just as the release of *Donkey Kong Country* helped to sell several million additional hardware units near the end of the Super NES' product life cycle. According to Nintendo's research, approximately 42% of all Game Boy *Pokémon* players don't own a N64 system, so offering an action-oriented *Pokémon* title on this 64-bit system could easily generate renewed interest in the aging gaming platform.

Whether it's Pokémaniacs who purchase an N64 system to play *Pokémon Stadium* or excited N64 users, it's clear that the popularity of this franchise has created an unprecedented demand for this much-anticipated game. **GW**

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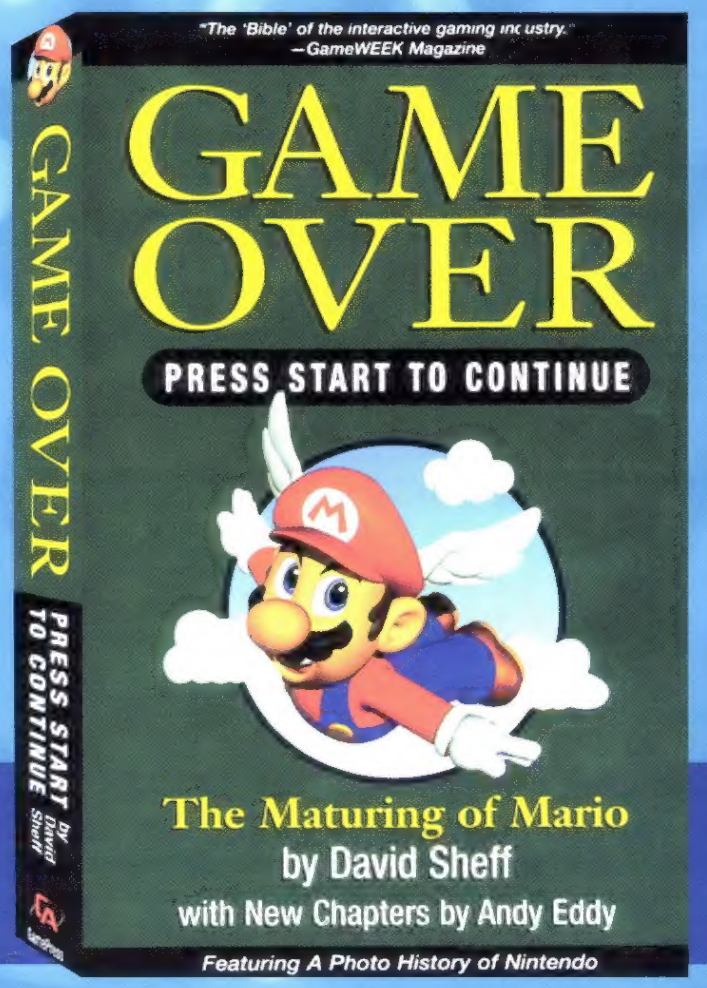

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NEW CHAPTERS BY ANDY EDDY AND A PHOTO HISTORY OF NINTENDO

iEntertainment Network Back on Its Feet

Company claws its way back into arena with partnerships and mainstream gamers

By Paul Palumbo

Over the past few months, iEntertainment Network (iEnt) has managed to turn company fundamentals around and emerge as a pure-play Internet content provider. The job now is to continue to build on that success and consistently communicate the operational vision to analysts and investors. It's still early, but iEntertainment Network is on its way to completing a market position transformation as profound as those undertaken by pogo.com and Hearme.com.

However, initiating the transformation from a niche supplier of CD-ROM-based military flight simulations to mainstream game destination online met with a lot of investor confusion and outright skepticism early on and the company's stock dropped to a low of $0.50/share late last summer amid the reorganization.

But, on the strength of key distribution, development and e-commerce relationships put in place over the past three months—and a growing ad impression base—iEntertainment Network's stock has jumped back up into the $3.50+/range.

The company is not trading at the lofty valuations of many Internet companies, but it is trading at about 5.2x forecast fiscal year 2000 revenue (see table right), which is more than twice what an average publisher of retail product is going for publicly.

"We're building the airplane as we're headed down the runway," says Michael Pearce, CEO of iEntertainment Network. "The positive is we are an Internet company with a compelling valuation. The negative is that the company has undergone a transformation and there are some legacy issues on the perception side." Prior to his job as CEO at iEntertainment Network, Pearce was Sr. VP of sales and marketing for VocalTec, an Internet Telephony firm, so he comes to iEnt with an deep understanding of Internet networks.

NUTS AND BOLTS FINANCE

After joining iEnt, Pearce's first job was to meet minimum eligibility of listing requirements for NASDAQ, and from a purely operational and practical point of view, iEntertainment Network had to be re-capitalized before moving forward, he says.

iEnt did raise fresh equity through a debt for equity swap with a convertible debt holder, with principal, interest and penalties that were in the $4 million dollar range. The balance sheet was then cleaned up, and revenue has begun to grow again.

iEnt was able to head into January with three key fundamentals in place: 1) Debt free; 2) On track for run-rate (current year) revenue of $10 million in pure online sales; and 3) Moving toward break-even on cash flow from operations by early Q2.

The re-capitalization was complicated by the fact that it did not fit the classic model of seed money, VC money and then IPO all in succession. It was a company that had already had an IPO and then fallen on hard times.

"The play was to reconstitute the company and hit the ground running with a NASDAQ listing and some good growth prospects in online gaming. On the organizational side, the foremost objective was to get people believing in themselves and the company again. We had to have a restoration of confidence."

> *"The play was to reconstitute the company and hit the ground running with... some good growth prospects..."*
>
> *Michael Pearce, CEO*
> *iEntertainment Network*

That confidence level has been boosted by the hiring of new Java programmers and a direct advertising sales force. The company now has about 52 full-time employees.

GROWING IMPRESSIONS AND CPMS

iEntertainment's business model is a hybrid, with about 50% of Q3 revenue generated from advertising and 50% from its Pay per Play service, including its arrangement with AOL. The network has driven up ad impressions to 135 million for the Q4., an increase of 43.6% over the 94 million registered during the Q3. That is partially the result of distribution arrangements with WB Online's Entertaindom.com site, hosting Earthlink's game service (a co-branded site inside the iEntertainment Network domain) as well as AT&T's game site.

The issue for iEnt, and everybody else trying to make a living from ad banners, is the downward pressure on ad banner CPMs (cost per thousand). Right now, advertising revenue is growing quickly, but ad banners are being sold and served by third parties such as 24/7 and AdSmart. So, whatever the CPM, those third parties siphon off a large percentage of the CPM or revenue essentially. "We plan to continue to use third parties, but we would also like to sell a certain component of our inventory directly." As for improving banner rates in the mid to high single digits, Pearce says it comes down to targeting. "The way out for everyone to improve CPM rates is to profile traffic. We have been making all the necessary investments in the tools to do just that. If you can profile traffic, that is the solution to get the $20 CPM rate."

A third component is e-commerce, although revenue from that category is not built into this year's business plan. The company partnered with ADATOM.com for e-commerce back-end and facilitation services. "We really don't need to chase any businesses that require scale. We may not generate huge amounts of e-commerce revenue, but the revenue we do generate will be high quality because it will be high margin money," he commented.

iEntertainment Network Valuation

Forecast fiscal year 2000	
Revenue	$10,000,000
Shares outstanding	14,600,000
Share price as of 1/25/00	$3.56
Market Capitalization*	$51,975,996
Multiple of revenue	5.2x

** = Minus positive working capital*
Source: Analysis by Paul A. Palumbo.

UPBEAT PROSPECTS

With the merger between AOL and Time Warner taking place, and considering the migration of Electronic Arts into the online gaming business in a big way, not to mention the success building traffic at the online only sites run by Microsoft, Yahoo and Pogo.com, the business looks to be headed for real revenue.

"I've been floored by the growth prospects for this sector," says Pearce. "We're a small company, but can participate in all three Internet revenue streams" [Pay for Play, advertising and e-commerce]."We are generating $2 per hour via AOL's premium game service (*Warbirds* and *Dawn of Aces*), and that business has shown surprising legs, and we are continuing to reinvest in the franchise."

What's on everyone's mind is that while the market for online games is growing, the mainstream gamer has shown up, and while there is a lot of buzz going on inside the industry about it, it's a new concept for many PC owners. "There is an education process going on. We'd like to think game options are understood by everyone, but the reality is that the vast majority of people online are just now becoming familiar with the opportunity to play games."

If that's true, then this industry's challenge will be to grow at the rate of or beyond that of the Internet at large, and that is going to require money and partnerships. iEntertainment Network has the financial breathing room along with the solid partnerships (and more on the way) necessary to carve out a business of value. The hard part in this business is executing on a 24/7 basis, but that's the bar everyone has to hurdle. **GW**

newsbits

NTN, Michelob Partner—Interactive game developer NTN Communications Inc. and Michelob Amber Rock announced recently that they have entered into an advertising and sponsorship agreement. Under the agreement, the Michelob brand will be broadcast on NTN's network of about 12,000 television screens in almost 3,000 restaurants and sports bars. Michelob will sponsor NTN's trivia title *Spotlight* that is played live on Friday nights.

Acclaim Offers Vanishing Point—Acclaim Entertainment announced that its PlayStation title *Vanishing Point*, currently in development, will offer stunt-based and realistic racing with over 30 licensed road cars. *Vanishing Point* is scheduled for a spring release. A Dreamcast version of the title will be available in the fall.

NewKidGames.com Arriving Soon—NewKidCo. International and Kaon Interactive Company announced today the formation of a new company. NewKidGames.com will develop an interactive videogame website and portal aimed at children under 12. The site will offer "safe" content, and will carry multiplayer games, advertising and products. NewKidGames is scheduled to launch in the second half of next year. Both NewKidCo. and Kaon have made equal capital investments in the company, and plan to provide technology, management and marketing support.

GameCom Moves—GameCom Inc., manufacturer of entertainment system Net GameLink, announced today that it has completed the change of the company's domicile from Nevada to Texas. L. Kelly Jones, chief executive officer of GameCom, stated, "This change in the company's domicile is in accord with the directors' intent to position the corporation's infrastructure in a manner to take this company to a new level. This intent is also manifested in our efforts to become fully reporting, and our appointment of Continental Stock Transfer & Trust in New York City as the company's transfer agent."

Zany Brainy to Open New Stores—Zany Brainy Inc. announced that it has signed leases for 13 more stores. The new stores, in states including Pennsylvania, California, South Carolina and Arizona, are aimed at strengthening the retailer's presence in states where it already has a market position. The company is also tapping into new markets in states including Oklahoma. Zany Brainy will open three stores in the first quarter and announce later store openings as they occur. Zany Brainy has doubled its store base from 1997 to 1999.

For Up-To-The-Minute News, Check Out GameDAILY.com

DEVELOPER'S CORNER

By Joe Sislow

Shareware: Is It Viable As a Business Model?

Welcome, lucid readers! This issue, we're going to take a look at the viability of shareware as a business model. Most developers dream of developing a game where they have total control over the content, and most publishers dream of an environment where most of the money paid by consumers for a game goes directly to them. Is shareware the magic answer to everyone's dreams? Well, let's not go overboard, but let's take a look….

STAR WARS: TECHNOLOGY-WING VS. CONTENT FIGHTER

The three magic terms for successful shareware are fast, cheap and small. Fast because most of the time, the development cycle will be on someone's own dime. Cheap because that dime usually is a nickel, and small because the team, as well as the program size, need to fit that nickel. Where does this leave the current development mentality of the technological arms race?

Basically, the game has to be fun over everything else. You hear this said during normal development, but unfortunately, larger development projects must compete with the technology of the day. These projects are really concerned with impressive technology first and gameplay second. The shareware developer doesn't have the time or resources to get into a contest with larger developers over technology. They have to choose their battles wisely. They have to go back to the old style of development and make the game fun within heavy technological constraints due to budget and time requirements. Thus, in shareware games, it's the play that's important. Granted, there are always exceptions with games like *Doom*, but for the most part, unless the cool technology already exists, it's best to start with the game.

Doom II *set new standards in multiplayer gaming.*

SHELF LIFE: OPPOSING FORCE

Having known that, for the most part, shareware doesn't play the technology game, this gives it another distinct advantage: a longer shelf life. Realistically, most shareware never reaches the shelves, but the concept of shelf life applies more globally to the sales life of the game. Most shareware titles can continue to sell for years as opposed to the typical number of months for normal games. Because there are (for now), a constant supply of new gamers reaching the Internet, these users will see these shareware games for the first time. This contrasts the fact that even if there were new visitors to Best Buy or Babbage's each week, they couldn't afford to keep your product on the shelf forever. The Internet is one big shelf that, for now, can't fill up. Of course, helping users find your game is another matter entirely.

PROFIT MARGIN & COST OF GOODS HIT THE ROAD

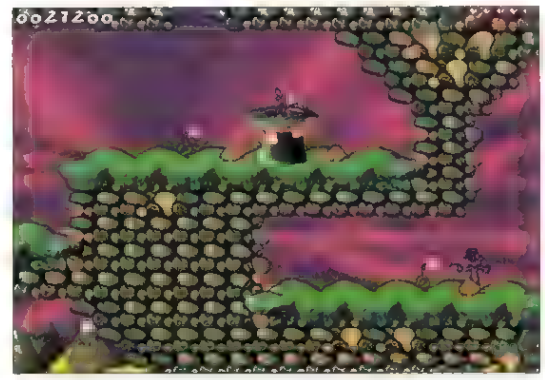
Another great advantage to shareware is the larger margins that such sales can provide. Even the biggest publisher still must sell through retail, and that cuts heavily into the profit margin. With the advent of online sales, the ability to get 90% of the cost of the product isn't unheard of. Such a profit margin can mean that in order to make the same amount of money, less than half of the normal sales are necessary. With such margins, it can be easier to justify testing smaller products and engines without worrying about as high of a breakeven point.

Also, with online distribution, the cost of goods for manufacturing a product goes away. For smaller games and concepts, this is great because the only risk to the pocketbook is the cost of development, and if companies can keep that small, then for only a small amount, game engines can be tested and distributed to amortize other costs. Sure, maybe the sales aren't great, but when you've got ten or so small titles with a two year income stream, it's no laughing matter anymore.

SUCCESS STORIES: YODA'S RETURN

Sure, these all sound great, but who's actually done it? Well, as was mentioned above, *Doom* is the granddaddy of shareware success stories. The downloads alone supposedly jammed the Net, and the Net wasn't even close to popular at that point! *Doom* was an exception, however, as it was a build up of technology for a long time. id Software had released the impressive *Wolfenstein 3D* prior to this, so *Doom* wasn't its first try. But other companies have succeeded in building their company through shareware. Chicago's own Bungie Software was successful early on the Mac side (a very shareware friendly platform) with a shooter of its own called *Marathon*. And a sneaky little company called Spiderweb Software has been successful with solid RPGs from the *Exile* line. In fact, Spiderweb has even built up to a new engine with its new game *Nethergate*. These games have shown that with patience and thought, the shareware market can be useful to help start-up companies grow.

***Spiderweb Software has created a new RPG engine for* Nethergate.**



Jazz Jackrabbit, *one of Epic MegaGames early games.*

But what about the publishers? Well, Apogee and Epic MegaGames haven't done poorly with this model, and I'm sure this won't be the last we see of companies using shareware as a model. Epic started out with smaller games such as *Jazz Jackrabbit* and *Epic Pinball*. These titles allowed them to grow into such hits as *Unreal* and *Age of Wonders*.

DISADVANTAGES

Ok, so it does sound like a dream come true so far. But I would be remiss unless I mentioned the downside to shareware. It's by no means easy. Hundreds, if not thousands, of self released shareware games wallow in obscurity never to see the light of day. It can be hard to get anyone to play your games when you're just one out of a countless number of titles out there. Without press, having people just find your game can be a chore. And sales are no guarantee, either. Gameplay doesn't just grow on trees, so even if you think you've got a solid game, you may not. Even if people find your game, they may not like it.

It's not an easy path, but it's definitely one of the cheaper and less risky paths you can take. Companies may not all run out and convert to shareware games, but it would definitely help them to have smaller shareware teams to A) allow green team members to grow on less important projects, and B) amortize the costs of larger projects. Either way, shareware definitely makes sense. Until next time, keep playing! **GW**

PRINT REPORT

The Retailers Guide to Game Related Publishing

Sponsored by:
BRADYGAMES TAKE YOUR GAME FURTHER
SYBEX

by Joel Easley

Guerilla Guide to Graphics with The Gimp

Publisher: Prima Tech
Platform(s) Covered: Linux
Availability: Now
Author(s): David D. Busch
Price: $39.99
ISBN: 0-7615-2407-X
Website: www.prima-tech.com

Bring out the GIMP. But what is the GIMP? The GNU Image Manipulation Program (GIMP) is the rival to Adobe's ever-popular PhotoShop. Prima Tech's guide covers both basic and in-depth functions of the program from a standpoint that can be understood by the common person. The book outlines techniques for improving images and manipulating tools for use with web design.

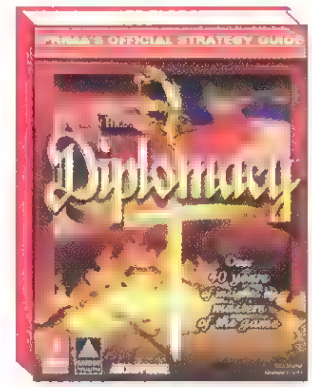
Integrating Your Network with Caldera OpenLinux 2.3

Publisher: Prima Tech
Platform(s) Covered: Caldera OpenLinux
Availability: March
Author(s): Joseph W. Cheek
Price: $49.99
ISBN: 0-7615-2301-4
Website: www.prima-tech.com

Prima Tech once again explores the world of Linux. This time, consumers will learn how to build a successful network using Caldera. The book includes information on security and the construction of firewalls. It offers step-by-step guidance on configuring the squid proxy server and Radius for optimum operation. An enclosed CD features VNC for Linux, Saint and many other utilities.

Prima's Official Strategy Guide: Diplomacy

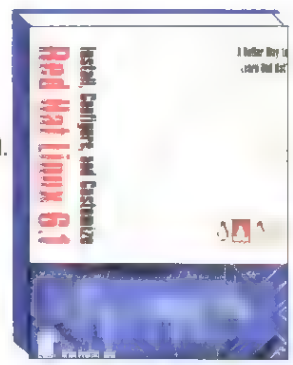
Publisher: Prima Games
Platform(s) Covered: PC
Availability: Now
Author(s): Rex Martin and Michael Knight
Price: $19.99
ISBN: 0-7615-2634-X
Website: www.primagames.com



World domination has always been a popular subject with interactive entertainment. *Diplomacy* has actually been around for over 40 years in other forms. This guide includes insights from the masters of the game and features general strategies for advanced and beginning players. It offers comprehensive coverage of each "Great Power," and teaches negotiation tactics for multiplayer gaming.

Install, Configure, and Customize Red Hat Linux 6.1

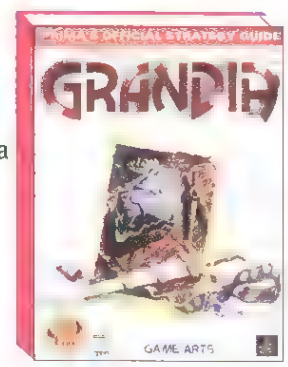
Publisher: Prima Tech
Platform(s) Covered: Red Hat Linux 6.1
Availability: Now
Author(s): Brian Proffit, et al.
Price: $39.99
ISBN: 0-7615-2306-5
Website: www.prima-tech.com



This book covers the latest version of Red Hat Linux and informs the reader of everything he/she will need to know to properly install and run the operating system. Checking for compatibility with existing hardware configurations, even partitioning hard drives to handle multiple operating systems is covered. Consumers will also be able to troubleshoot common problems and configure software packages using the Package Selector. The bundled CD includes the full version of Red Hat Linux 6.1.

Prima's Official Strategy Guide: Grandia

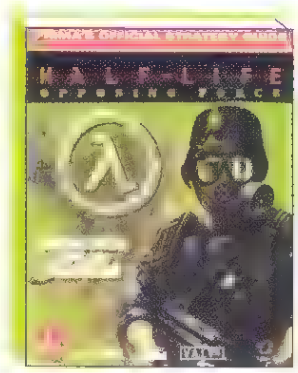
Publisher: Prima Games
Platform(s) Covered: PlayStation
Availability: Now
Author(s): Adam Pavlaka
Price: $14.99
ISBN: 0-7615-2652-8
Website: www.primagames.com



Yet another guide from Prima's Premier Series by Dimension Publishing. This guide provides the reader with the low down on the world of *Grandia.* Featuring over 1,000 full color screen shots, consumers will be able to follow the guide's instructions more clearly. A complete listing of items, weaponry, magic and equipment is offered along with the step-by-step walkthrough to help players complete the game in no time.

Prima's Official Strategy Guide: Half-Life: Opposing Force

Publisher: Prima Games
Platform(s) Covered: PC
Availability: Now
Author(s): Kristy Junio
Price: $19.99
ISBN: 0-7615-2590-4
Website: www.primagames.com



This guide is designed to help the consumer clear his/her way through alien infested levels. In-depth walkthroughs for all levels, complete with maps of the Black Mesa Research Facility, are included. The guide even offers tips from developers for single and multiplayer games. Other essential information is included for enemies and items to ensure survival.

GameWEEK Print Report is an overview of game books that are written for the consumer. Print Report is meant to provide current information regarding the book and its potential at the time of its release. It also represents the status of the book's genre and current marketability. While Print Report might be critical, it is by no means final judgment on a book and should not be solely used by retailers to base buying decisions on, as the final outcome of a book already previewed here could be completely different at its time of release, if previously unavailable

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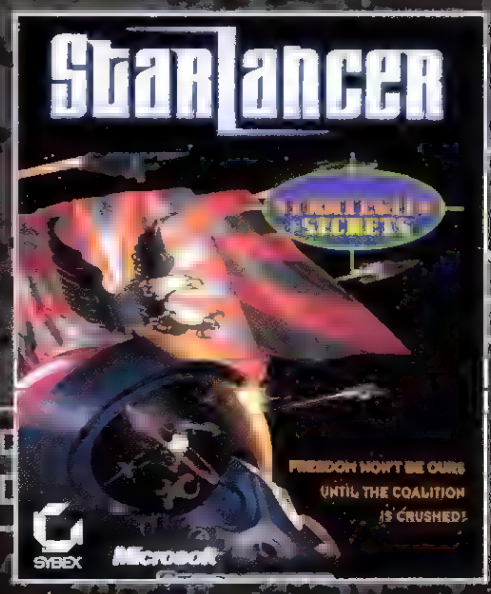

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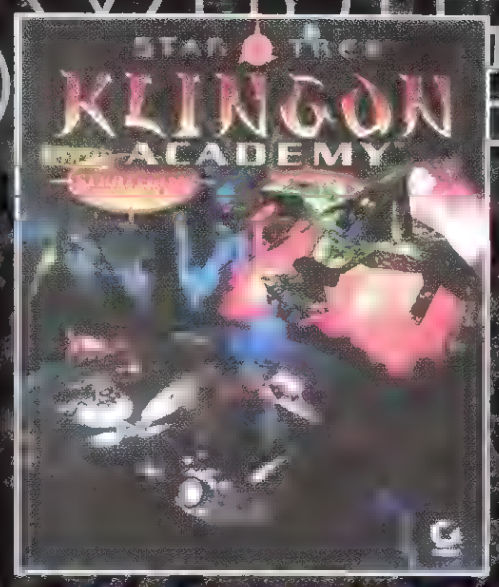

Star Trek®: Klingon Academy™ Official Strategies & Secrets™
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Baldur's Gate™ Ultimate Strategy Guide™ for PlayStation®
ISBN:0-7821-2671-5 • $14.99
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Available June 2000

ACCESSORY MARKET

The Retailers Guide to Game-Related Peripherals

Sponsored by: nYko JOYTECH USA

by Ben Rinaldi

Dream Shock

Manufacturer: Pelican Accessories
Contact: 323.234.9911
www.pelicanacc.com
System(s): Dreamcast
MSRP: $24.99
Availability: Now

Dreamcast's user-base is growing at a surprising rate that has left a lot of peripheral manufacturers scrambling to keep up with the demand for new DC products. Pelican is more than happy to oblige hungry consumers by introducing the Dream Shock, a high-quality, low-cost replacement DC pad. The thing that makes this pad such a steal is that it has built-in shock support. Essentially, it costs about the same as Sega's Jump Pack peripheral—that alone makes it a true bargain.

GM2 Action Pad and Mouse

Manufacturer: Saitek Industries
Contact: 310.212.5412
www.saitekusa.com
System(s): PC
MSRP: $49.95
Availability: March

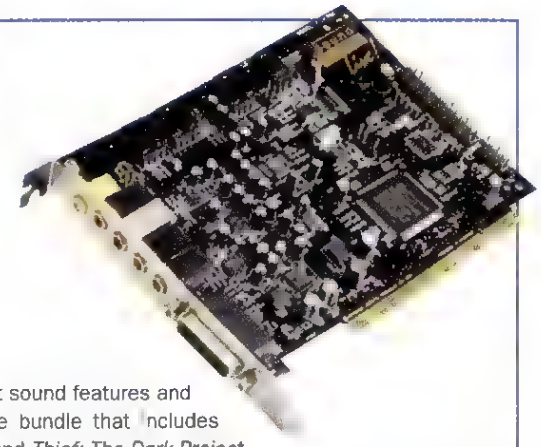
Thanks to games like *Quake 3 Arena* and *Unreal Tournament*, the popularity of first-person shooting games is at an all-time high, so it's only natural that peripheral makers are designing alternative playing devices to the cumbersome keyboard/mouse combination. The GM2 pad and mouse combination is just such a product. Designed with FPS games in mind, the GM2 offers unprecedented control. GM2 is ergonomically built with two hat switches and nine programmable buttons that come with pre-defined setups for popular 3D games.

JT226 Steering Wheel

Manufacturer: Logic3/SpectraVideo
Contact: 513.336.1370
www.spectravideo.com
System(s): PC
MSRP: $49.99
Availability: Now

The JT226 is Logic 3's entry into the competitive and crowed PC steering wheel market. Among the features that will help this wheel stand out are analog wheel and pedal controls, self-centering technology, built-in sequential stick shift and selectable wheel angle rotation. Despite these plentiful features, the JT226 will have a tough time competing against the more proven racing wheels on the market.

Sound Blaster Live! X-Gamer



Manufacturer: Creative Labs
Contact: 800.998.5227
www.sblive.com
System(s): PC
MSRP: $99.95
Availability: Now

The X-Gamer combines SB Live's excellent sound features and game support with an outstanding game bundle that includes *Descent 3*, *Need for Speed: High Stakes* and *Thief: The Dark Project*. This high-quality soundcard supports up to 32 hardware-accelerated 3D audio streams and can generate high-quality reverb effects, which games take advantage of through Creative's EAX API. The X-Gamer card features rear- and front-speaker outputs, line and mic in, a game port and a digital output. Overall, the X-Gamer is an excellent general-purpose sound card that allows you to process high quality audio and effects in real time.

USB Hub

Manufacturer:
Saitek Industries
Contact: 310.212.5412
www.saitekusa.com
System(s): PC
MSRP: $39.95
Availability: Now

There's no questioning that USB-compatible products are the way of the future. Not only do they make installation pain-free, but USB allows gamers to connect more than one controller to their PC at a time (usually no more than two). For those that require more than two connections, Saitek has just the ticket with its USB Hub, which allows users to hook up to four USB-compatible devices at once.

VMU Memory Cards

Manufacturer: Joytech
Contact: www.joytech.co.uk
System(s): Dreamcast
MSRP: $12.99 for 1MB • $17.99 for 4MB
Availability: TBA

Joytech, Europe's largest distributor and manufacturer of peripheral products, is rolling out a full line-up of Dreamcast peripherals in the states shortly, beginning with 1 MB (200 pages) and 4 MB (800 pages) VMU memory cards. The Memory Cards will be made available in three colors (orange, blue and black) to spice things up and give consumers the option to choose their color of preference. The only thing lacking is the visual memory screen—which is probably why they are priced so reasonably.

GameWEEK Accessory Market is an overview of game peripherals for the home videogame and PC market. Accessory Market is meant to provide current information regarding the product and its potential at the time of its release. It also represents the status of the product's current marketability. Accessory Market is by no means final judgment on a product and should not be solely used by retailers to base buying decisions on.

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RETAIL BUYER GUIDE

Picking the Games that Will Bring in the Profits

Sponsored by: Gathering of Developers

GameWEEK RATING SYSTEM

A One of the best selling products for that platform. Strong marketing and word of mouth complement excellent gameplay and design. A "must have" product.

B Great product, lacking in some areas. Will sell well and bring in the masses, but not to the extent of an "A" title.

C Good product that will sell average in terms of sales, yet not worthy of a "B." Still a solid seller, particularly in niche categories.

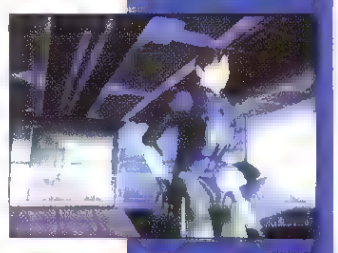
D Either unsupported in terms of marketing, severely lacking in quality or both. This product would have benefited from further development.

F Never should have been considered, much less released. A thoroughly unimpressive product that will sell only at a drastically reduced price.

feature pick

GameWEEK EDITOR'S CHOICE

Perfect Dark



GW A+ RATING

Publisher Nintendo of America
Developer Rare
Available April 10
Genre First-Person Shooter
No. of Players 1-4 players
MSRP $49.99
Contact Info www.nintendo.com 425 861 2276
Other Compatible with the Game Boy Color version of Perfect Dark via the Transfer Pak

Rundown When a game sells in excess of 3.5 million units in the U.S. market—like *GoldenEye: 007* has done on the N64—people have a tendency to stand up and take notice. When talk of the sequel is being bandied about, *Perfect Dark* may not be a true sequel to *GoldenEye* but it's as close as any game is going to come to matching—and in this case, surpassing—the overall splendor of Rare's popular Bond shooter.

Playing as Special Agent Joanna Dark, gamers are thrust into an epic X-Files style plot loaded with plenty of espionage, terror and intrigue. *Perfect Dark*'s sci-fi environments and settings are depicted in stunning detail complete with real-time light sourcing, spectacular weapons and other wild special effects that no developer has been able to squeeze out of the N64 up until now.

The one-player game features 17 major levels laid out through nine missions, everything from alien planets to a futuristic Chicago, an alien crash site beneath the ocean and Area 51 are open for exploration. Mission objectives are more balanced than they were in *GoldenEye* and levels depending on difficulty setting are actually different in design. When a player goes through a mission on easy (agent) certain areas of the level will not be accessible. These areas are only obtainable to advanced players, adding to the game's already deep replay value.

The multiplayer option that made *GoldenEye* so popular has been given a complete overhaul in *Perfect Dark*. There are so many options in multiplayer mode that a lot of gamers won't know where to begin. For starters, smart computer-controlled Simulants (bots) can be paired with human opponents resulting in a number of intriguing new gameplay possibilities. There's even a co-op mode that allows two players to take on the action together via a split screen.

Hype & Marketing Nintendo is not taking any chances with this one. A multi-million dollar marketing campaign will accompany *Perfect Dark* at launch. Extensive use of in-store POP material, print and television advertising and online promotions will make this the must-own game of 2000.

Sales Pitch "If you're tired of playing *GoldenEye* over and over again because nothing better has come along, you'd better brace yourself, because *Perfect Dark* blows it away."

BOTTOM LINE

Nintendo's most important title for 2000 is sure to make a lot of noise at the cash register. But how much did the Bond license really mean to GoldenEye's success? I guess we'll find out soon enough....
–Ben Rinaldi

Competition

Quite honestly, there really is no competition for this game. Consumers have been anticipating it for so long that no other game—no matter how good—will keep them from buying this title. If anything, *GoldenEye* and its marked down $39.99 price point could be the only competing product to hinder *PD*'s complete sales dominance.

Dead or Alive 2

Publisher Tecmo
Developer Tecmo
Available February
Genre Fighting
No. of Players 1-4
MSRP $49.95
Contact Info www.tecmoinc.com 310 944 5005
Other Arcade Stick, VMU

Rundown Does *Dead or Alive 2* really live up to the hype? Well, yes and no. On one hand, *DOA2* pulls off some of the most beautiful visuals ever to grace a home console. On the other hand, the nature of the game may seem a little on the weak side considering Namco's *Soul Calibur* has acquired the hearts and money of the majority of Dreamcast owners. Like the original game, *DOA2*'s gameplay style is very similar to Sega's *Virtua Fighter* series. Seeing how that went over like a lead balloon, *DOA2* may prove to be an acquired taste. Of course, eye-candy is still a big selling point for the current DC line-up. The multi-tiered, interactive stages and a four player tag team option are nice touches that should pay off.

Hype & Marketing Tecmo has done an excellent job promoting this title. Print ads continue to run and many consumer-based websites have bestowed glowing reviews of the import. Several retailers we contacted report light pre-orders, though.

Sales Pitch "If you've worn out *Soul Calibur*, Dead or Alive 2 is where it's at."

Competition *VF3tb*, *Soul Calibur*, and *Power Stone*

GW B+ RATING

BOTTOM LINE

Even with the gorgeous graphics, DOA2 isn't as satisfying as Soul Calibur. Thanks to its visuals and (ahem) "well-rounded" characters, this game should sell pretty steadily.
–Joel Easley

Excitebike 64

Publisher Nintendo
Developer Left Field Productions
Available May 1
Genre Arcade
No. of Players 1-4
MSRP $59.95
Contact Info www.nintendo.com 425 861 2276
Other The original 8-bit NES Excitebike is in the game

Rundown *Excitebike*—remember that one? Who would have thought that the classic NES motocross game would ever make it to the N64? The end result is *Excitebike 64*, a truly remarkable title that'll make you forget about every other motocross game out there. Although it stresses arcade gameplay over simulation (which is definitely a good thing), *Excitebike 64* still manages to mix in realtime physics and incredible realism. More than 20 tracks are available, ranging from indoor stadiums to outdoor venues. The high flying jumps and stunts are what make it so much fun. A comprehensive track editor is also included.

Hype & Marketing Nintendo wasn't willing to provide details at press time.

Sales Pitch This is the best motocross game on the Nintendo 64. In fact, this is the best motocross game on any system. Period.

Competition *Excitebike* is a classic; not many will argue with that. Bringing it to the N64 was a brilliant decision. Competition is virtually non-existent. Kemco is coming out with its own N64 motocross game in February, *Top Gear Hyper Bike*.

GW A RATING

BOTTOM LINE

With superb graphics, fast gameplay and lots of extras like Excitebike 3D and the original NES game hidden inside, Excitebike 64 is a worthy addition to any N64 library.
–Tom Ham

Guillemot Shock2 Infrared Controller

Publisher Guillemot
Developer Guillemot
Available Now
MSRP $29.99
Contact Info www.guillemot.com 514 490 2161

Rundown The Shock2 is a gamepad built with adults in mind. Offering four modes of operation (Normal, Analog, Shock2, and NegCon), this controller is 100% compatible with all PlayStation games, and provides both a comfortable fee for full-sized hands and a solid heft which underscores its quality construction. Features include an eight-way D-Pad, eight fire buttons, twin built-in motors for "Dual Shock" feedback and a dual-signal receiver allowing two units to be used simultaneously.

Hype & Marketing A lack of advertising for the Shock2 Infrared, print or online, a decision that will undoubtedly hurt sales.

Sales Pitch "Guillemot's Shock2 is clearly a better infrared controller than anything on the market right now and worth its slightly higher cost."

Competition There are very few wireless controllers for the PlayStation (or any system for that matter). The only rivals to the Shock2 are Doc's Wireless Dual Analog controllers, Naki's Wireless Controllers and Nuby's Remote Wizard.

GW B RATING

BOTTOM LINE

As good as it gets in wireless controllers, the Shock2 is top choice for those wanting to cut the cord to their PlayStation.
–Chuck Miller

Rundown *What features does the product have to offer the consumer/end user?*

Hype & Marketing *How will the product be supported prior to and during its life on the shelf?*

Sales Pitch *What do you say to consumers to pique their interest in the product?*

Competition *Are there similar products fighting for the consumer's attention?*

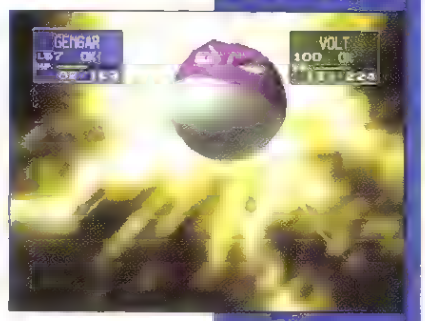
Bottom Line *In the end, it all boils down to one thing: will the product sell?*

GameWEEK Reviews reflect the sales potential of a specific product. Each review is an evaluation of a product's potential performance at retail. They are designed to provide retail buyers and store managers with the most accurate, up to date information available regarding upcoming releases GameWEEK Reviews do not attempt to evaluate products on their technical merits or gameplay the way an enthusiast magazine does, although these are factors in the overall grade. GameWEEK Reviews do not intend to help or hinder a product's overall success in any way.

feature pick

GameWEEK EDITOR'S CHOICE

Pokémon Stadium



GW A+ RATING

Publisher Nintendo
Developer Nintendo
Available March 6
Genre Fighting
No. of Players 1-4
MSRP $69.95
Contact Info www.Pokemon.com 425.861.2276
Other Also available is a Limited Edition Pokémon Stadium Bundle which includes an N64 Control Deck, Pokémon Stadium Game Pak, two controllers, N64 Transfer Pak, Battle Guide, Pokémon Poster and a Wizards of the Coast Trading Card, all for $149.95

Rundown When Pokemon was first introduced to the gaming press at E3 a couple of years ago, it was received with mixed emotion. When Nintendo executive VP Peter Main explained how his company was preparing a massive Pokemon roll out for the U.S. there were more than a few skeptical journalists. TV Shows? Comic books? Videogames? All based on bizarre looking little monsters with names like Jigglypuff?

Two years later and we're all biting our tongues. Who would have thought the Japanese born and bred Pokémon craze would have spilled over into the U.S. with equal ferocity? The incredible sales numbers speak for themselves, *Pokémon Red, Blue* and *Yellow* have all sold through the roof for the Game Boy and there seems to be no end in sight.

Now, after more than a year of anticipation (the game has been available in Japan for a long time), *Pokemon Stadium* for the N64 has landed on American soil. For the first time ever, players will be able to experience Pokémon battles the way they were meant to be... with colorful, cool effects, wicked animations and special attacks.

What makes *Pokemon Stadium* so unique is the use of the bundled Transfer Pak accessory. Here players can plug in a Game Boy, *Pokemon* cartridge, upload character data, then enter those characters into competitions on their N64. In *Pokemon Stadium* players can compete in four different cups, including Poke Cup, Pike Cup, Petit Cup and Prime Cup. Even though *Stadium* offers an in depth single player experience with its nine mini games and training modes, the true star of this game is the multiplayer option. Up to four people can play simultaneously. Players can battle each other separately or go at it with teams of two.

Graphically, *Stadium* is everything we've come to expect and more. It's almost magical how each of the 150 Pokémon can transport from the confines of the Game Boy's tiny black & white LCD window only to come to fresh blazing color on a full sized TV screen. Without a doubt, *Pokemon Stadium* really shows the true heart and soul of the phenomenon.

BOTTOM LINE

After a negation of hype and anticipation, Pokémon Stadium has finally arrived. Be sure to order massive units of this game...every kid in the country is going to want it. –Tom Ham

Hype & Marketing For *Pokémon Stadium*, Nintendo is spending more than four million dollars on marketing. Combined with extensive TV and gaming publication advertisements, not to mention consumer demand, it's going to be hard to ignore this game when it launches. The $149.95 *Pokémon Stadium* bundle should help. The Big "N" move hardware faster than you can say "Pikachu."

Sales Pitch "This game truly brings Pokémon battles to life. You'll never look at Pokemon the same way again."

Competition

The only real competition for *Stadium* is Nintendo's other Pokémon games, such as *Pokemon Snap*. This is one area of the market where Nintendo is truly king.

Sword of the Berserk: Guts' Rage

Publisher Eidos
Developer Yukes
Available March
Genre Action
No. of Players 1
MSRP $49.95
Contact Info www.eidos.com 847.215.1811

MATURE M ESRB

GW B- RATING

Rundown This game takes me back to the days when *Streets of Rage* on the Genesis was king. Not only is the hack 'n slash nature of *Sword of the Berserk* strangely therapeutic, the overall mood is fantastic. The violent theme is laced with psychotic imagery (that screeching demon baby is just nuts.) Guts, the main character, carries a sword so huge it makes Cloud Strife's look like a letter opener. When Guts goes into a rage, not only does the sky turn red and all hell break loose, anyone with a sub-woofer will be blown clean out of the room. *Berserk* is repetitive, but the sights, the sounds and the incredible soundtrack make the trip worthwhile.

Hype & Marketing This is the most violent DC game so far. The J.S. version has 3x more blood than its Japanese counterpart. Eidos could benefit from potential controversy in the press. Expect heavy online and print campaigns.

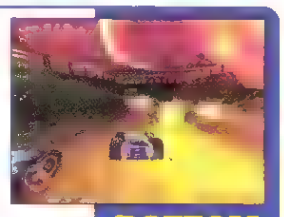
Sales Pitch If you loved *Zombie Revenge*, this is right up your alley.

Competition *Sword of the Berserk* is infinitely better than *Soul Fighter* and *Dynamite Cop*, but not as nearly as well-rounded and polished as *Zombie Revenge*.

BOTTOM LINE

It's not going to set the Dreamcast world on fire; however, Sword of the Berserk does have a lot to offer those who demand thrill-a-minute, arcade-style action. –Jim Loftus

Rollcage Stage II



Publisher Psygnosis
Developer Attention to Detail
Available March 21
Genre Racing
No. of Players 1-2
MSRP $29.99
Contact Info www.psygnosis 650.287.6534

EVERYONE E ESRB

GW C RATING

Rundown Building on the freshness and ingenuity of the first *Rollcage*, ATD has served up a sequel. *Rollcage Stage II* this all out racing fest adds to its repertoire new tracks, cars, weapons and game modes. Unlocking hidden options like stunt Mode and Rumble Soccer create quite a challenge and add to the game's longevity. This is a good game in a lot of ways, however, it definitely has some issues to deal with; primarily, snaky controls and lackluster real time graphics.

Hype & Marketing In addition to POS packages and website promotional giveaways, the April issue of OPM will include a playable demo of the game.

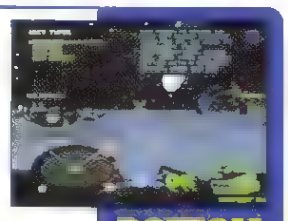
Sales Pitch Get away from those cute Mario and Crash Bandicoot racing titles for once and hit the high road with this one.

Competition *Crash Team Racing* does have four player action, but *RC Stage* offers a two player battle style reminiscent of 989's *Twisted Metal* series.

BOTTOM LINE

With numerous racing titles in today's market, Rollcage Stage II may get lost in the shuffle. Even with its improvements, sales will be mediocre. –Bryan Intihar

BattleZone: Rise of the Black Dogs



Publisher Crave Entertainment
Developer Climax
Available March 2000
Genre Action
No. of Players 1-4
MSRP $54.95
Contact Info www.cravegames.com 310.661.3000

TEEN T ESRB

GW C+ RATING

Rundown That ever-lovin' arcade classic from 1980, *BattleZone* got a great makeover for the PC back in early '98 and was well received by the gaming press. Unfortunately, as solid as it was, it ended up as somewhat of a commercial failure. With *BattleZone: Rise of the Black Dogs* on the N64, the series receives a second chance where it now features three unique and challenging modes of play. The rich 3D graphics are a major improvement over the wire frame tank look while at the same time manages to be much more reminiscent of the arcade hit. This just seems at home on the console system.

Hype & Marketing Crave Entertainment is heading into a full "zone" for a print assault with ads running in *Nintendo Power, EGM* and *GamePro*.

Sales Pitch The modes of play include an arcade game similar to the classic title, a pilot mode with control of a squad, and the intense command mode.

Competition With 3DO's *Army Men: Sarge's Heroes* putting up only token resistance on the N64, *BattleZone: ROTBD* will emerge the battlefield leader.

BOTTOM LINE

The timing is excellent; BattleZone II is heading to the PC, while Rise of the Black Dogs arrives on the N64 as a much-needed action strategy sim for the system. –Peter Suciu

PREVIEWS

Sneak Peeks at Tomorrow's Potential Hits

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GameWEEK Previews are early looks at products that are works in progress. Previews are meant to provide current information regarding the game and its potential at the time of its release. They also represent the status of the game's genre and current marketability. While previews might be critical, they are by no means final judgment on a game and should not be solely used by retailers to base buying decisions on, as the final outcome of a game previously previewed here could be completely different at its time of release.

feature pick

Nightmare Creatures II

Publisher Konami
Developer Kalisto
Genre Action/Adventure
Available PS-March 28• DC- April

By Jim Loftus

It may have taken a bit longer than most of us would have liked, but Kalisto is back to screw with our minds once again. *Nightmare Creatures II* is the first game to be released under Konami's exclusive agreement with Universal Interactive.

The first *Nightmare Creatures*, published by Activision in October of '97 for the PlayStation and then a year later for the N64, ended up as a real hit or miss. Generally, it seemed as if people either liked it a lot and played the tar out of it or didn't give it a second look. Instead focussing on any one of a number of big name titles which graced retail shelves at the time.

Enter one shiny new sequel. This is a better game, and there are several reasons why. First, though, the backstory. The sinister Dr. Crowley has returned to sculpt yet another sick and twisted scheme into reality. One hundred years have passed since Crowley's defeat in the first game. Of course, the demented doctor's new plan involves hell coming apart at the seams or something close to that nature. Controlling Herbert Wallace, the player will need to come to grips with unspeakable horror in order to head off Crowley before he's able to realize his, um, nightmares.

During a recent visit to the *GameWEEK* offices, Kalisto's Dan Kaufman was nice enough to give us the inside track on the development of the game. After being shown the PS version, Kaufman emphasized that the game is more than a run-of-the-mill sequel. "First and foremost, we learned a lot from the first game," he told us. "This one's running on an entirely new engine, giving us major improvements. We've got more interactivity, better control, a more responsive camera system, and graphics that push the PlayStation a lot further."

The man's not kidding. Ten seconds into this sequel, consumers are likely to notice a bigger, better, more badass *Nightmare Creatures*. One thing that really caught our eye was the attention to dynamics. As the game progresses and the story unfolds, the player is faced with some rather unnerving events usually hosted by some messed up monstrosity with a thirst for blood. With intensely dark and violent games, nothing works better than fear. As far as I'm concerned, if a game like this can put me on the edge of my seat more than a handful of times, it's done its job. With the exception of a few scant titles (Capcom's *RE* series and Crystal D's *Soul Reaver* come to mind), few games have been able to supply a compelling enough cast of nightmarish enemies to offer real motivation for us to run for our lives. In *Nightmare Creatures*, evil walked straight out of the bowels of Hell and into players' view. We're delighted to report the same applies the second time around.

Kalisto has confirmed that both the PlayStation version (left screen shot) and Dreamcast version (middle and right screens) will carry identical gameplay, with the DC edition naturally showcasing higher caliber graphics running at 60fps. The most notable improvement from the original game is that each environment is now much more expansive and varied. As Wallace, players will be faced with a variety of scenarios such as jumping from rooftops and swimming under water. The game also offers a new first person mode which lets players study their surroundings. Throw in an assortment of ungodly beasts (one of which looks a lot like Marilyn Manson) and buckets of blood and you're good to go.

Although it is too soon to make a final determination, the fast action gameplay, horrific enemies and the thumping Rob Zombie tuneage throughout this game could give the Nightmare Creatures franchise a swift kick in the pants at retail. Kalisto just might get the credit it deserves.

Industrial-Spy Operation Espionage

Publisher UFO Interactive • ***Developer*** Hunex
Genre Adventure/Role-Playing • ***Available*** April

By Joel Easley

Political powers crumbling and major corporations are trying to seize control of the world. In order to stake a claim in the New World order, corporations must constantly acquire information from rivals. In order to accomplish this feat, the corporations must hire special teams to perform industrial espionage.

The game focuses on the highly trained team known as (hold on to your hats), "Industrial Spies." The game places consumers in the role of The Boss," who serves up orders to the I.S. and oversees the planning and execution of each mission. From screenshots that have been circulating, consumers may be under the impression that the game plays in a third-person fashion which is not the case. The game takes place in an RPG format where the action is set by the player and then executed by the computer, which some gamers may find too limiting. Missions are executed in a stealth manner and typically involve some sort of hacking and disabling of devices. The four man or woman team is tracked by the player through the use of a split-screen window display that allows the progress of each agent to be constantly monitored with the ability to zoom in on the action of a specific character. This will be the first stand alone effort released by UFO Interactive and much remains to be seen as to what will be done to promote the game before its April release. The majority of the press received by the Japanese version was less than complimentary, so hopefully UFO is addressing some of the shortcomings. Check back with us soon when we provide a full review.

Duke Nukem: Planet of the Babes

Publisher GT Interactive • ***Developer*** N-Space
Genre Action Shooter • ***Available*** Spring

By Tom Ham & Jim Loftus

Ah, yes...just when we thought we saw the last of the old Dukester, along comes another handy dandy killing spree on a disc. Yup, that arrogant, chauvinistic hero we've all come to know and love, Duke Nukem, is back at it again with a sequel to last year's *Duke Nukem: Time to Kill*.

Aptly titled *Duke Nukem Time to Kill 2: Planet of the Babes* (hey, if it ain't broke, don't fix it, right?) Duke teams up with a number of rogue "babes" trying to save the Earth from—what else?—an alien invasion. Showcasing much improved graphics, refined control, new weapons and a host of crazy mad enemies, *Planet of the Babes* is a fitting next chapter in the *Duke* chronology. The best part is that the quality of the women in this game is just as high as the level of violence contained throughout (and to think the GT boys weren't listening to us all those years...).

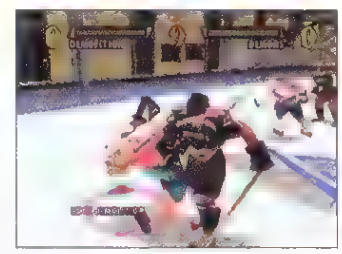
As expected, *TTK2* is played via a third person perspective. A big complaint of the first game was the fluctuating frame rate and overall choppiness. Thankfully, this area has been addressed. *TTK2* has hi-res graphics and a smoother frame rate, to boot. *Planet of the Babes* also has more than 14 gameplay levels and eight deathmatch stages. Each of the levels has its own distinct feel too, and some of them can get pretty intricate.

Of course, Duke has a wide variety of movements including the ability to run, strafe, jump, swim, roll and climb. Although the gameplay is pretty linear, the action is ruthlessly consistent. Players looking for fast action mixed with perverted humor and gorgeous women (which, let's be honest, makes up the majority of gamers out there) should enjoy this one.

Rock the Rink

Publisher EA Sports • ***Developer*** EA Sports
Genre Arcade Sports • ***Available*** March 2000

By Ben Rinaldi



Midway's NFL Blitz franchise proved that well crafted arcade style sports games could happily coexist alongside the more serious minded, stat heavy sports sims. Consumers wholeheartedly accepted the fast paced, over-the-top action of *Blitz*, resulting in sales that rivaled the *Maddens* and *GameDays* of the world.

Developers of the top-selling NHL Hockey games from EA Sports are taking a page out of Midway's book with *Rock the Rink*, a zany, arcade like hockey game that EA describes as a "knockdown, drag-out, score at all costs three-on-three, fast-paced arcade action hockey game with no rules and tons of scoring." Whew! And after spending some time with the game, who are we to argue? *Rock the Rink* really kicks ice. The "goal" is simple: score, score and score some more. Oh and if simply outscoring an opponent isn't enough, players can attack opposing team members with a variety of wrestling style moves such as body slams, clotheslines and even pile drivers. What about fighting, you say? It's got plenty of that too. Since the rules of real hockey don't apply here, fighting in *Rock the Rink* is actually encouraged. Fights often result in hilarious punches below the belt, head butts and even finishing moves.

To aid in the scoring frenzy, players possess the ability to perform super human, gravity defying moves such as the Leapfrog, Windmill, Helicopter, Corkscrew, Air Deke and our personal favorite, the Tornado. *Rock the Rink* features nine fantasy teams and 28 NHL teams that can only be unlocked as players move up the ladder in NHL Challenge mode. All in all, *Rock the Rink* is shaping up to be a fun, hyper-action take on the "coolest game on earth."

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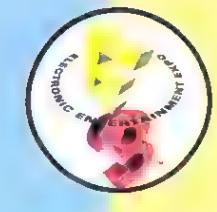

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From the publishers of GameWEEK *magazine.*

RELEASE SCHEDULE

macintosh

Game	Manuf./Publisher	Pre-Book Date	Release Date
Alien vs. Predator	Fox Interactive	TBA	Q2
Alpha Centauri	EA	1/00	2/00
Asteroids '98	MacSoft/GT	2/00	3/00
Battlezone	Logicware	TBA	Q2
Bauldur's Gate	Graphic Sim.	1/00	2/00
Caesar 3	Sierra	TBA	Q4
Combat Mission: BO	Big Time Soft	TBA	Q1
Civ. Call to Power	MacSoft	TBA	Q4
Daikatana	Ion Storm	TBA	Q4
Deer Avenger II	Sim. & Schust.	TBA	Q4
Demos Rising	Ambrosia Soft	TBA	Q3
Deus Ex	Ion Storm	TBA	Q3
Diablo II	Blizzard	TBA	Q2
Dragon's Lair 3D	Blue Byte	TBA	Q4
Driver	GT Interactive	TBA	Q2
Eternal War	Past Free...nc	TBA	Q2
Experience	The Whole Exp	TBA	Q4
F A-18 Hornet Gold	Graphic Sim.	TBA	Q1
Fly! 2	G.O.D.	TBA	Q3
Grimoire	Elysium Digital	TBA	Q3
Half Life	Sierra Studios	TBA	Q4
Halo	Bungie Soft.	TBA	Q4
Heart of Darkness	Infogrames	TBA	Q4
Heavy Metal FAKK2	G.O.D	TBA	Q4
Heretic II	Logicware	TBA	Q4
Hoyle Casino 2000	Sierra	TBA	Q4
Interstate '76	Logicware	TBA	Q1
Madden NFL 2000	Aspyr	TBA	Q4
Neverwinter Nights	Bioware	TBA	Q2
Nocturne	G.O.D.	TBA	Q1
Oni	Bungie	TBA	Q4
Quake ... Arena	id Software	TBA	Q4
Shadowbane	Wolfpack	TBA	Q2
Silver	Infogrames	TBA	Q3
Starsiege: Tribes 2	Dynamix	TBA	Q3
Warcraft III	Blizzard Ent.	TBA	Q3

playstation

Game	Manuf./Publisher	Pre-Book Date	Release Date
Action Man	Hasbro	TBA	Q2
Alone in the Dark 4	Accolade	TBA	Q4
Alundra II	Activision	TBA	Q2
Batman: New Adv.	Ubi Soft	TBA	Q2
Balders Gate	Interplay	TBA	4/00
Blaster Master Again	Electro Source	11/99	Q1
Broken Sword 2	Crave	11/99	Q1
Carnivale	Vatical	TBA	6/00
Carmegeddon 2	Interplay	TBA	3/20
CatDog	Hasbro	TBA	3/00
Champ. Motocross	THQ	TBA	Q3
Chocobo Dungeon 2	Square EA	TBA	Q1
Colin McRae Rally	SCEA	TBA	2/00
Colony Wars: R.S.	Psygnosis	TBA	3/16
Countdown: Vampires	Bandai	TBA	3/20
Danger Girl	THQ	12/99	Q2
Darkstone	Take 2	TBA	3/16
Eagle One	Infogrames	TBA	2/00
ESPN Major League Soccer	Konami	2/00	4/00
Evil Dead	THQ	TBA	Q3
Extreme Hockey	EA	TBA	3/22
Family Game Pack 2	3DO	12/99	Q1
Fear Effect	Eidos	12/99	2/25
Flintstones Bowling	SouthPeak	11/99	3/28
Galerians	Crave	TBA	Q1
Gauntlet 3D	Midway	TBA	3/22
Hot Shots Golf 2	SCEA	TBA	3/00
Indiana Jones	Lucas Arts	TBA	Q1
Iron Soldier 3	Kemco	1/00	2/00
J McGrath 2000	Acclaim	12/99	Q1
Jackie Chan's Stunt	Midway	1/00	2/00
JoJo's Venture	Capcom	TBA	Q1
Jugular Street Luge	Activision	TBA	Q1
Knights of Carnage	THQ	TBA	Q4
Leggit	Psygnosis	TBA	Q4
LEGO Rock Raiders	LEGO Media	11/99	Q1
Lufia III	Natsume	TBA	Q1
Lunar 2	Working Des.	1/00	2/00
Madden NFL 2001	EA Sports	8/00	9/00
Marvel's X-Men	Activision	TBA	Q1
Marvel vs. Capcom	Capcom	TBA	Q1
M.H. Pro BMX	Activision	TBA	Q3
Messiah	Interplay	TBA	Q1
Mike Tyson Boxing	Codemasters	TBA	5/00
MK Special Forces	Midway	TBA	Q2
Moppet Monster	Sunsoft	11/99	Q1
MTV: BMX	THQ	TBA	Q3
MTV: Skateboarding	THQ	TBA	Q2
MTV: Snowboarding	THQ	TBA	Q3
NBA Live 2001	EA Sports	TBA	Q4
NFL GameDay 2001	989 Sports	8/00	9/00
NASCAR Heat	Hasbro	TBA	10/00
NASCAR Rumble	Electronic Arts	TBA	2/00
Need For Speed 5	Electronic Arts	TBA	3/22
Nightmare Creat. 2	Konami	TBA	3/28
PGA European Golf	Infogrames	1/00	2/00
Paperboy	Midway	TBA	3/16
Planet of the Apes	Fox Interactive	TBA	Q1
Polaris Snocross 2000	Vatical	TBA	5/00
Power Rangers LR	THQ	TBA	Q3
Prince of Persia 3D	Mindscape	TBA	Q2
Rainbow Six	Red Storm	TBA	Q1
Rugby 2000	EA	TBA	3/22
Rugrats in Paris	THQ	TBA	Q3
SaGa Frontier 2	Square	TBA	2/00
Shao Lin	THQ	TBA	Q1
Sim Theme Park	Maxis	TBA	3/00
Spider-Man	Activision	TBA	Q1
S.W. Jedi Battle	Lucas Arts	TBA	Q3
Street Fgter EX2P	Capcom	TBA	3/00
Street Sk8er 2	EA	TBA	3/00
Striker Pro 2000	Infogrames	1/00	3/00
Superman	Titus	12/99	Q1
Syphon Filter 2	989 Studios	TBA	Q2
Team Buddies	Activision	TBA	Q1
Test Drive Cycles	Infogrames	TBA	Q1
Test Drive Le Mans	Infogrames	TBA	Q2
Test Drive Rally	Infogrames	TBA	Q1
Tips and Treasures	Psygnosis	TBA	Q1
Too Human	EA	TBA	Q1
Urban Chaos	Eidos	TBA	2/29
Wacky Races	Infogrames	TBA	Q2
Wild, Wild West	SouthPeak	TBA	Q2
WWF Smackdown	THQ	TBA	Q2
X-Men	Activision	TBA	3/15

PC pc gaming

Game	Manuf./Publisher	Pre-Book Date	Release Date
100 Years Field & Str.	Sierra	TBA	Q1
20,000 Leagues	SouthPeak	TBA	Q1
Allegiance	Microsoft	TBA	Q1
Amen	GT Interactive	TBA	3/21
Alone in the Dark 4	Infogrames	TBA	Q4
Atari Arcade Vol. 2	Hasbro	TBA	3/00
A vs. P: Gold Edition	Fox Interactive	TBA	Q1
B-17 Flying Fortress	Hasbro	TBA	Q1
Baldur's Gate II	Interplay	TBA	Q2
Black & White	Electronic Arts	TBA	Q1
Beetle Buggin'	Infogrames	TBA	3/00
Blade	Infogrames	TBA	Q1
Blair Witch 1	G.O.D.	TBA	8/00
Blair Witch 2	G.O.D.	TBA	10/00
Blair Witch 3	G.O.D.	TBA	11/00
Boarder Zone	Infogrames	TBA	Q2
Breakneck	SouthPeak	TBA	Q1
Brunswick F.S. Bowling	THQ	TBA	Q4
Commanche 4	Nova Logic	TBA	2/28
Code Name Eagle	Talonsoft	12/99	2/26
C & C Firestorm	Westwood	12/99	Q1
Croc 2	Fox Interactive	TBA	4/15
Daikatana	Eidos	TBA	Q4
Dark Reign	Activision	TBA	Q4
Dawn of War	SouthPeak	12/99	3/07
Diablo II	Blizzard	11/99	Q1
Dragon	Microsoft	TBA	Q1
Dragon's Lair 3D	Blue Byte	TBA	Q4
Duke Nukem Forever	GT Interactive	TBA	Q4
Dukes of Hazzard	SouthPeak	TBA	3/28
Dungeon Seige	Microsoft	TBA	Q4
Evil Dead	THQ	TBA	Q3
Evolva	Interplay	TBA	4/00
Extreme Freestyle	Head Games	TBA	2/00
F-18 Super Hornet	Titus	1/00	2/00
Flash Point	Ubi Soft	TBA	3/00
Flintstones Bowling	SouthPeak	TBA	4/12
FLY! 2	G.O.D.	TBA	Q3
F1 Championship	Electronic Arts	TBA	3/15
Freestyle XS Motocross	Sierra	12/99	1/00
Giants	Interplay	12/99	1/00
Gromada	Bethesda	TBA	1/00
Ground Control	Sierra	TBA	Q1
Gulf War Operation	3DO	TBA	Q1
Gunship 3	MicroProse	TBA	3/00
H D Road to Sturgis	Electronic Arts	TBA	4/00
Heavy Meta FAKK2	G.O.D	TBA	Q1
Hired Guns	Psygnosis	TBA	3/00
Hired Teams: Tria	Thought Guild	TBA	Q4
Icewind Dale	Interplay	TBA	4/00
Imperial Conquest	Talonsoft	1/00	2/00
Jeremy McGrath 2K	Acclaim	TBA	2/28
Jumbo Jack	Sierra	TBA	Q4
Kingdom Under Fire	G.O.D	TBA	Q2
KISS: Psycho Circus	G.O.D.	TBA	Q1
Le Mans	Infogrames	TBA	2/29
LEGO Land	LEGO Media	TBA	4/00
Liath	Project 2	TBA	Q1
MDK 2	Interplay	TBA	3/15
MTV: Skateboarding	THQ	TBA	Q2
Mad Traxx	Project 2	TBA	Q1
Magic: The Gathering	MicroProse	TBA	Q1
Majesty	MicroProse	TBA	3/00
Max Payne	G.O.D.	TBA	Q2
Metal Fatigue	Psygnosis	1/00	2/00
Might & Magic VIII	3DO	TBA	Q2
Mike Tyson Boxing	Codemasters	TBA	5/00
Mission: Impossible	Infogrames	TBA	Q1
Monopolization	Ubi Soft	1/00	2/00
Mortyr	I Magic	TBA	Q2
Motocross Madness 2	Microsoft	TBA	Q2
NASCAR 2000	Electronic Arts	TBA	3/00
NASCAR Heat	Hasbro	TBA	10/00
Need For Speed 5	Electronic Arts	TBA	3/15
Neverwinter Nights	Interplay	TBA	Q1
Operation. A.O W. 2	Talonsoft	TBA	2/00
Pajama Sam 3	Humongous	TBA	4/00
PoR. Ruins of Myth	Mindscape	TBA	Q4
Reach for the Stars	Mindscape	TBA	3/30
Relic Hunter	Octagon	TBA	Q4
Rent A-Hero	SouthPeak	TBA	2/22
Risk II	Hasbro	TBA	2/00
Rising Sun	Talonsoft	12/99	2/00
Road to Moscow	I-magic	TBA	3/00
Rune	G.O.D.	TBA	4/00
Second Genesis	Epic Games	TBA	Q3/01
Shadow Company 2	Ubi Soft	TBA	Q3
Shogun: Total War	Electronic Arts	TBA	3/00
Silent Hunter 2	Mindscape	TBA	2/28
Simon the Sorcerer	SouthPeak	TBA	4/11
Skip Barber Racing	Bethesda	12/99	Q1
Soldier of Fortune	Activision	TBA	Q1
Starlancer	Microsoft	TBA	Q1
Starship Creator: W2	Sim. & Schust	TBA	10/00
Star Trek: Armada	Activision	TBA	3/00
Star Trek DS9.Fallen	Sim. & Schust	TBA	8/00
Star Trek Dominion Wars	Sim. & Schust.	TBA	Q4
Star Trek: Klingon	Interplay	TBA	3/16
Star Trek New Worlds	Interplay	TBA	Q2
Star Trek Voyager	Activision	TBA	3/15
Star Wars Obi-Wan	LucasArts	TBA	Q4
S.W.: Force Comm.	LucasArts	TBA	Q2
Summoner	THQ	TBA	Q3
Super Bike 2000	EA	TBA	2/00
Tachyon	NovaLogic	1/00	2/00
Team Alligator	GT Interactive	11/99	Q1
Test Drive Cycles	Infogrames	TBA	Q1
Test Drive Le Mans	Infogrames	TBA	3/00
Test Drive Rally	Infogrames	TBA	Q1
The Dead Planet	Active Prod.	TBA	Q3
The Iron Plague	Cavedog	TBA	3/00
The Settlers IV	Blue Byte	TBA	Q4
Tribes II	Sierra	TBA	Q2
Triple Play 2001	Electronic Arts	TBA	3/25
Trophy Bass 4	Sierra	TBA	Q2
Tzar	Talonsoft	TBA	2/20
Vampire: Masquerade	Activision	TBA	3/29
WWF Online	THQ	TBA	TBA
Wacky Races	Infogrames	TBA	Q2
Wallstreet Tycoon	Ubi Soft	TBA	3/00
Warcraft III	Blizzard	TBA	Q4
Warlords Battlecry	Broderbund	TBA	2/00
Werewolf the Apoc.	ASC Games	TBA	Q2
Wild Metal	Rockstar	TBA	Q2

nintendo 64

Game	Manuf./Publisher	Pre-Book Date	Release Date
40 Winks	GT Interactive	TBA	2/00
Aidyn Chronicles	THQ	TBA	Q2
Battlezone 64	Crave	TBA	Q1
Blues Brothers 2000	Titus	TBA	Q1
Big Mountain 2000	SouthPeak	TBA	Q1
Caesar's Palace	Crave	TBA	2/00
Carmageddon 2	nterplay	TBA	2/00
Daikatana 64	Kemco	TBA	Q1
Die Hard 64	Fox Interactive	TBA	Q4
Donald Duck	Ubi Soft	TBA	Q2
Eternal Darkness	Nintendo	TBA	Q1
Excitebike 64	Nintendo	TBA	Q1
Harrier 2001	Video System	TBA	Q1
Hercules	Titus	TBA	Q1
Hydro Thunder	Midway	TBA	Q1
nt Track & Field	Konma	TBA	4/00
J. McGrath 2000	Acclaim	TBA	Q1
Kirby's Dreamland	Nintendo	TBA	Q2
LT Duck Dodgers	nfogrames	TBA	Q2
T Space Race	Infogrames	TBA	2/00
LT Taz Express	ntogrames	TBA	Q2
Mario Artist	Nintendo	TBA	Q1
Marvel's X-Men	Activision	TBA	3/30
Mickey Speedway USA	Nintendo	TBA	Q4
Mortal Kombat S F	Midway	TBA	3 00
Mini Racers	Nintendo	TBA	Q2
NBA in the Zone 2k	Konam	TBA	2 22
NHL Blades of Steel	Konami	TBA	2 29
Nightmare Creatures 2	Activision	TBA	Q1
Ogre Battle 3	Atlus	TBA	Q1
Perfect Dark	Nintendo/Rare	3/00	4/11
PGA European Tour Golf	nfogrames	1/00	3 00
Pokémon Stadium	Nintendo	TBA	3/00
Polaris SnoCross 2000	Vatical	TBA	Q2
Power Rangers LR	THQ	TBA	Q3
Rat Attack	Mindscape	TBA	2/00
Ridge Racer 64	Nintendo	1 00	2 15
Rugrats in Paris	THQ	TBA	Q3
Shadowgate Rising	Kemco	TBA	Q4
Sim City 64	Nintendo	TBA	TBA
Spider-Man	Activision	TBA	Q1
StarCraft	Nintendo	11/99	4/11
Star Wars: Episode 1	Nintendo	TBA	Q1
SuperCross Circuit 2K	EA Sports	TBA	Q1
Super Mario Adventure	Nintendo	TBA	Q1
Tarzan	Activision	12/99	2/16
Test Drive Rally	nfogrames	TBA	Q1
Tiny Tank	Crave	11/99	Q1
Tony Hawk's Pro Skater	Activision	TBA	3/30
Twelve Tales: Conker 64	Rare	TBA	Q3
Wildwaters	Ubi Soft	TBA	Q1
World League Soccer 2k	SouthPeak	TBA	3 08
Worms Armaged	Infogrames	TBA	Q1
X-Men	Activision	TBA	3 00
Xena Talisman of Fate	Titus	TBA	Q1
Young Olympians	Sapphire	TBA	Q2
Zelda M o M	Nintendo	TBA	Q2

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product info

RELEASE SCHEDULE

dreamcast

Game	Manuf./Publisher	Pre-Book Date	Release Date
Alone in the Dark 4	Accolade	TBA	Q4
Berserk: Guts Rage	Eidos	TBA	3/00
Baldur's Gate	Sega	TBA	Q4
Boarder Zone	Infogrames	TBA	Q2
Carrier	Jaleco	TBA	Q1
Castlevania Resurrection	Konami	TBA	Q2
Chu Chu Rocket	Sega	TBA	Q2
D2	Sega	TBA	Q3
Dead or Alive 2	Tecmo	TBA	3/00
Draconus Cult of the Wyrm	Crave	TBA	Q1
Ecco: Defender of the Future	Sega	TBA	Q1
ESPN NBA 2Night	Konami	TBA	4/00
Eternal Arcadia	Sega	TBA	Q3
Evil Dead	THQ	TBA	Q3
F1 World Grand Prix	Video Systems	11/99	Q1
F355 Challenge	Sega	TBA	Q2
Felony Pursuit	THQ	TBA	Q2
Flotgan Brothers	Sega	TBA	Q1
Frame Gride	Sega	TBA	Q1
Fur Fighters	Acclaim	TBA	Q1
Galleon	Interplay	TBA	Q1
Gauntlet Legends	Midway	TBA	Q2
Giga Wing	Capcom	TBA	4/00
Grand Theft Auto 2	Rockstar	TBA	3/28
Grandia 2	Sega	TBA	Q3
Half Life	Sega	TBA	Q4
J. McGrath Supercross 2000	Acclaim	TBA	Q1
Jet Set Radio	Sega	TBA	Q2
Jojo's Bizarre Adventure	Capcom	TBA	2/00
Legacy of Kain: Soul Reaver	Eidos	TBA	Q1
Maken X	Sega	TBA	Q1
MDK 2	Interplay	TBA	Q1
MTV Skateboarding	THQ	TBA	Q2
Metropolis Street Racer	Sega	TBA	Q2
Microsoft Combat Flight	Konami	11/99	Q1
NBA 2K1	Sega	TBA	Q4
NFL 2K1	Sega	TBA	Q4
NHL 2K	Sega	TBA	Q1
Nightmare Creat. 2	Konami	TBA	4/00
Phantasy Star Online	Sega	TBA	Q4
Plasma Sword	Capcom	TBA	2/00
Quake III Arena	Activision	TBA	Q4
Rainbow Six	Majesco	1/00	2/00
Rayman 2	Ubi Soft	TBA	Q1
Renegade Racing	Interplay	TBA	Q2
Resident Evil: Code Veronica	Capcom	TBA	3/00
Roadsters 2000	Titus	11/99	Q1
Seaman	Sega	TBA	Q1
Sega GT	Sega	TBA	Q2
Seven Mansions	Koei	TBA	Q4
Shenmue Chapter 1	Sega	TBA	Q4
Silver	Infogrames	TBA	Q2
SNK vs Capcom	Capcom	TBA	TBA
Sonic Adventure 2	Sega	TBA	TBA
Space Channel 5	Sega	TBA	Q2
Spawn: In the Demon's Hand	Capcom	TBA	Q2
Star Trek New Worlds	Interplay	TBA	Q2
Street Fighter III: Double Impact	Capcom	TBA	4/00
Street Fighter Alpha 3	Capcom	TBA	2/00
Striker Pro 2000	Infogrames	1/00	3/00
Tech Romancer	Capcom	TBA	3/00
Time Stalkers	Sega	TBA	3/00
Toy Story 2	Activision	TBA	3/00
Virtual On: Oratorio Tangram	Sega	TBA	Q4
Virtua Striker 2	Sega	TBA	Q1
Wacky Races	Infogrames	TBA	Q2
WS Baseball	Sega	TBA	Q2

gameboy color

Game	Manuf./Publisher	Pre-Book Date	Release Date
2000-1 Tunes	Infogrames	1/00	2/00
Alice in Wonderland	Nintendo	TBA	3/00
Alert	Infogrames	TBA	Q3
Armada S.W.	Metro 3D	TBA	Q1
Army Men	3DO	11/99	Q1
BattleTanx	3DO	11/99	Q1
Bionic Commando	Nintendo	12/99	Q1
Blaster Master 2	Sunsoft	11/99	Q1
Bugs Bunny 4	Vatical	TBA	Q1
Brunswick ProPool	Vatical	TBA	Q1
Carnivale	Vatical	TBA	Q1
Champ. Motocross 2	THQ	TBA	Q3
Crystalis 2	Nintendo	2/99	3/00
Daikatana	Kemco	TBA	Q1
Dark Angel	Metro 3D	TBA	2/00
Dragon Warrior M.	Eidos	TBA	Q1
ECW Hardcore Rev	Acclaim	TBA	2/00
F-18: TS	Majesco	TBA	2/00
Formula One Racing	Konami	TBA	3/28
Frisbee Golf	Vatical	TBA	2/00
Golf King	Crave	10/99	2/00
International Rally	Konami	TBA	3/28
Jack Nicklaus Golf	Vatical	TBA	2/00
Jimmy White's Cue Ball	Vatical	2/00	3/00
Lord Banniff's Deceit	Vatical	TBA	Q1
MTV: BMX	THQ	TBA	Q3
MTV: Skateboarding	THQ	TBA	Q2
Mask of Zoro	Ubisoft	TBA	3/00
Matchbox C.C. Zone	Mattel	TBA	Q1
Metal Gear GB	Konami	TBA	3/28
Micro Machines V3	THQ	TBA	Q2
Muppets	Take 2	TBA	3/15
NASCAR 2000	THQ	TBA	Q2
NBA In the Zone 2K	Konami	11/99	3/00
NBA Live 2000	THQ	TBA	Q2
NBA Showtime	Midway	10/99	3/14
NHL Blades/Steel 2K	Konami	10/99	3/14
Pokemon Card	Nintendo	1/00	2/00
Pokemon Gold/Silver	Nintendo	TBA	Q4
Power Rangers LR	THQ	TBA	Q3
Puma Street Soccer 2	Sunsoft	TBA	Q1
Quest RPG	Sunsoft	TBA	2/00
Rally Racing	Konami	1/00	2/00
Rayman	Ubi Soft	1/00	2/00
Resident Evil	Capcom	12/99	1/00
Rugrats in Paris	THQ	TBA	Q3
San Francisco Rush	Midway	TBA	Q2 00
Shadow Man	Acclaim	11/99	1/00
Street Fighter Alpha	Capcom	10/99	2/00
Test Drive Cycles	Infogrames	TBA	Q2
The Cage	Metro 3D	TBA	2/00
Thrasher	Rockstar	TBA	3/15
Tiger Woods Golf	THQ	TBA	Q1
Top Gear Pocket2	Vatical	TBA	2/00
Urban Chaos	Eidos	11/99	Q1
VR Powerboat	Vatical	3/00	4/00
WCW Mayhem	EA	TBA	3/00
Wacky Races	Infogrames	TBA	Q2
Wicked Surfing	Interplay	11/99	2/00
Worms Armageddon	Infogrames	11/99	Q1
Zelda, Fruit/M.T.	Nintendo	TBA	Q3

Reviews | Shopping | Business | Help | News | Investing | GameSpot | Tech Life | Downloads | Developer

We've come a long way since P
biggest
N64, PC or Dreamcast. Maybe that's why the Academy of Interactive Arts named it "Entertainment Site
of the Year." Or maybe it was the pictures of the real-life Lara Croft. Whatever game-thing yo

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Check out all the latest lists in the February 21st issue of GameWEEK

TOP GAMES LIST

NPD THE NPD GROUP

Source: NPD Interactive Entertainment Service 516.625.2345

Top 20 Best Selling Interactive Software Titles

Ranked on Units Sold • January 23-January 29, 2000

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	DATE	APPROX. RETAIL PRICE
3	1	Gran Turismo 2/PSX	Sony Computer Ent.	Dec. '99	$40
**	2	Mario Party 2/N64	Nintendo of America	Jan. '00	$50
2	3	Pokémon Yellow/Game Boy	Nintendo of America	Oct. '99	$27
1	4	WWTB A Millionaire/(CD W95/NT)	Disney Interactive	Nov. '99	$20
**	5	Centipede/(CD W95/98)	Hasbro Interactive	Oct. '98	$15
**	6	Parker Bros. Classic Card/(CD W95/98)	Hasbro Interactive	Mar. '99	$15
4	7	Pokémon Red/Game Boy	Nintendo of America	Sep. '98	$26
5	8	Pokémon Blue/Game Boy	Nintendo of America	Sep. '98	$26
**	9	Milton Bradley Class. Board/(CD W95/98)	Hasbro Interactive	Mar. '99	$15
6	10	Tony Hawk's Pro Skater/PSX	Activision	Sep. '99	$41
7	11	Donkey Kong 64/N64	Nintendo of America	Nov. '99	$58
8	12	Spyro the Dragon/PSX	Sony Computer Ent.	Sep. '98	$20
11	13	Roller Coaster Tycoon/(CD W95/98)	Hasbro Interactive	Mar. '99	$27
9	14	Gran Turismo Racing/PSX	Sony Computer Ent.	May '98	$19
**	15	Final Fantasy VIII/(CD W95/98)	Electronic Arts	Jan. '00	$40
**	16	Zombie Revenge/DC	Sega of America	Jan. '00	$40
10	17	WWF Wrestlemania 2000/N64	THQ	Nov. '99	$60
12	18	Pokémon Pinball/Game Boy Color	Nintendo of America	Jun. '99	$31
13	19	Crash Bandicoot Warp/PSX	Sony Computer Ent.	Nov. '98	$19
**	20	NBA Live 2000/PSX	Electronic Arts	Nov. '99	$40

***= Not in top 20 last week. Source: NPD Interactive Entertainment Service • 516.625.2345* *The above top games information may not be reprinted or reproduced without written permission from GameWEEK, CyberActive Media Group and The NPD Group, Inc.*

IN-STORE DISPLAY

FOR BEST RESULTS, CUT ALONG DOTTED LINE

IN-STORE DISPLAY

MARKET TRACKING REPORTS

Information Based Upon NPD Data Recorded January 23-January 29, 2000

Top 10 Mac Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	UNREAL TOURNAMENT	GT INTERACTIVE	JAN '00	$49
2	2	MONOPOLY MULTIMEDIA	HASBRO INTERACTIVE	NOV '96	$10
3	3	QUAKE 3	ACTIVISION	DEC '99	$49
6	4	STARCRAFT: BROOD WAR	BLIZZARD	JUL '99	$20
4	5	RAINBOW SIX	MACSOFT	DEC '99	$49
5	6	STAR WARS EPISODE 1: RACER	LUCASARTS ENT.	NOV '99	$40
**	7	FLY!	GATHERING OF DEVELOPERS	SEP '99	$32
8	8	MAC SEVEN PACK	SIERRA ON-LINE	DEC '99	$21
7	9	KIDS ARCADE PACK	MACSOFT	MAY '97	$10
**	10	JACK NICKLAUS 4	INFOGRAMES	OCT '97	$10

****Released Before April 1995 **Not in Top 10 Last Week*
Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 PlayStation Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	GRAN TURISMO 2	SONY COMPUTER ENT	DEC '99	$40
2	2	TONY HAWK'S PRO SKATER	ACTIVISION	SEP '99	$41
3	3	SPYRO THE DRAGON	SONY COMPUTER ENT	SEP '98	$20
4	4	GRAN TURISMO RACING	SONY COMPUTER ENT	MAY '98	$19
5	5	CRASH BANDICOOT WARP	SONY COMPUTER ENT	NOV '98	$19
**	6	NBA LIVE 2000	ELECTRONIC ARTS	NOV '99	$40
6	7	MEDAL OF HONOR	ELECTRONIC ARTS	NOV '99	$41
**	8	NAMCO MUSEUM VOL 3	NAMCO	FEB '97	$20
10	9	METAL GEAR SOLID	KONAMI OF AMERICA	OCT '98	$19
8	10	TOMORRW NEVER DIES	ELECTRONIC ARTS	NOV '99	$40

***Not in top 10 Last Week*
Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Best Selling Nintendo 64 Titles

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
**	1	MARIO PARTY 2	NINTENDO OF AMERICA	JAN '00	$50
1	2	DONKEY KONG 64	NINTENDO OF AMERICA	NOV '99	$58
2	3	WWF WRESTLEMANIA 2000	THQ	NOV '99	$60
3	4	SUPER SMASH BROTHERS	NINTENDO OF AMERICA	APR '99	$50
4	5	NAMCO MUSEUM 64	NAMCO	NOV '99	$30
5	6	A BUG'S LIFE	ACTIVISION	MAY '99	$20
8	7	POKÉMON SNAP	NINTENDO OF AMERICA	JUL '99	$49
10	8	ZELDA: OCARINA TIME	NINTENDO OF AMERICA	NOV '98	$40
**	9	GLOVER	HASBRO INTERACTIVE	NOV '98	$15
**	10	TUROK 2:SEEDS OF EVIL	ACCLAIM ENT.	DEC '98	$17

***Not In Top 10 Last Week*
Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Entertainment Software Titles Under $20.00

Ranked on Units Sold

RANK	TITLE	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	WHO WANTS TO BE A MILL. /(CD W95/WNT)	DISNEY INTERACTIVE	NOV '99	$18
2	STARCRAFT/(CD W95)	BLIZZARD	DEC '97	$13
3	DEER HUNTER 3/(CD W95/WNT)	WIZARDWORKS	SEP '99	$19
4	POKÉMON STUDIO BLUE/(CD WIN)	THE LEARNING CO.	NOV '99	$17
5	MILLENNIUM GAMEPAK/(CD W95/W98)	VALUSOFT	JUN '99	$10
6	POKÉMON STUDIO RED/(CD WIN)	THE LEARNING CO.	NOV '99	$17
7	WHITETAIL FEVER/(CD W95/W98)	VALUSOFT	DEC '98	$11
8	FROGGER/(CD W95)	HASBRO INTERACTIVE	NOV '97	$18
9	FAMILY 3 PACK/(CD W95/W98)	HASBRO INTERACTIVE	DEC '99	$15
10	DEER AVENGER/(CD W95/W98)	SIMON & SCHUSTER	NOV '98	$10

***Not In Top 10 Last Week*
Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Dreamcast Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
**	1	ZOMBIE REVENGE	SEGA OF AMERICA	JAN '00	$40
**	2	LEGACY KAIN:SOUL REVR	EIDOS INTERACTIVE	JAN '00	$49
2	3	NFL 2K	SEGA OF AMERICA	SEP '99	$50
1	4	NBA 2K	SEGA OF AMERICA	NOV '99	$50
3	5	SONIC ADVENTURE	SEGA OF AMERICA	SEP '99	$50
4	6	SOUL CALIBUR	NAMCO	SEP '99	$42
5	7	SEGA BASS FISHING	SEGA OF AMERICA	OCT '99	$40
6	8	READY 2 RUMBLE BOXING	MIDWAY	SEP '99	$43
**	9	HOUSE OF THE DEAD 2.	SEGA OF AMERICA	SEP '99	$50
**	10	TOKYO XTREME RACER	CRAVE ENTERTAINMENT	SEP '99	$32

***Not In Top 10 Last Week*
Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Portable Software Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	POKÉMON YELLOW/GBOY	NINTENDO OF AMERICA	OCT '99	$27
2	2	POKÉMON RED/GBOY	NINTENDO OF AMERICA	SEP '98	$26
3	3	POKÉMON BLUE/GBOY	NINTENDO OF AMERICA	SEP '98	$26
4	4	POKÉMON PINBALL/GBC	NINTENDO OF AMERICA	JUN '99	$31
5	5	SUPER MARIO BROS. DLX/GBC	NINTENDO OF AMERICA	MAY '99	$30
6	6	GAME & WATCH GALLERY3/GBC	NINTENDO OF AMERICA	DEC '99	$27
**	7	TOY STORY 2/GBC	THQ	NOV '99	$30
8	8	DISNEY'S TARZAN/GBC	ACTIVISION	JUN '99	$29
9	9	RUGRATS:TIME TRAVELER/GBC	THQ	OCT '99	$30
7	10	MS PAC-MAN/GBC	NAMCO	NOV '99	$29

***Not In Top 10 Last Week*
Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516 625.2345

MARKET TRACKING REPORTS

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Top 20 PC Entertainment Titles

Ranked on Items Introduced in 1999 Only • Ranked on Units Sold

LAST WEEK RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	WHO WANTS TO BE MILLIONAIRE/(CD W95/WNT)	DISNEY INTERACTIVE	NOV '99	$18
1.	1	WHO WANTS TO BE MILLIONAIRE (CD W95/WNT)	DISNEY INTERACTIVE	NOV 99	$20
**	2	CENTIPEDE/(CD W95/W98)	HASBRO INTERACTIVE	OCT 98	$15
**	3	PARKER BROS. CLASSIC CARD/(CD W95/W98)	HASBRO INTERACTIVE	MAR '99	$15
**	4	MILTON BRADLEY CL BOARD/(CD W95/W98)	HASBRO INTERACTIVE	MAR '99	$15
2	5	ROLLER COASTER TYCOON/(CD W95/W98)	HASBRO INTERACTIVE	MAR '99	$27
**	6	FINAL FANTASY VIII/(CD W95/W98)	ELECTRONIC ARTS	JAN '00	$40
6	7	ROLLER COAST.TYCOON: CORK (CD W95/W98)	HASBRO INTERACTIVE	NOV '99	$19
3	8	AGE OF EMPIRES II/(CD W95/W98)	MICROSOFT	SEP '99	$44
8	9	UNREAL TOURNAMENT/(CD W95/WNT/W98)	GT INTERACTIVE	NOV '99	$44
13	10	RAINBOW SIX GOLD PACK BNDL/(CD W95/W98)	RED STORM	JUN 99	$26
15	11	MILLENNIUM GAMEPAK/(CD W95/W98)	VALUSOFT	JUN '99	$11
11	12	CABELA'S BIG GAME HUNTER 3/(CD W95/W98)	HEADGAMES	SEP 99	$20
17	13	RAINBOW SIX: ROGUE SPEAR/(CD W95/W98)	RED STORM	SEP 99	$43
7	14	STARCRAFT: BATTLE CHEST/(CD W95/W98)	BLIZZARD	DEC 98	$34
5	15	QUAKE 3 (CD W95/WNT/W98)	ACTIVISION	DEC 99	$49
10	16	HALF-LIFE/(CD W95/WNT/W98)	SIERRA ON-LINE	NOV '98	$33
9	17	DEER HUNTER 3/(CD W95/WNT)	WIZARDWORKS	SEP '99	$17
14	18	DIRT TRACK RACING/(CD W95/W98)	WIZARDWORKS	NOV '99	$20
**	19	GALAXY OF WIN95 GAMES/(CD W95)	EGAMES	JAN '98	$10
18	20	WHITETAIL FEVER/(CD W95/W98)	VALUSOFT	DEC '98	$11

***Not In Top 20 Last Week ****Released Before April 1995*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 30 Interactive Entertainment Software Publishers

Ranked on Units Sold

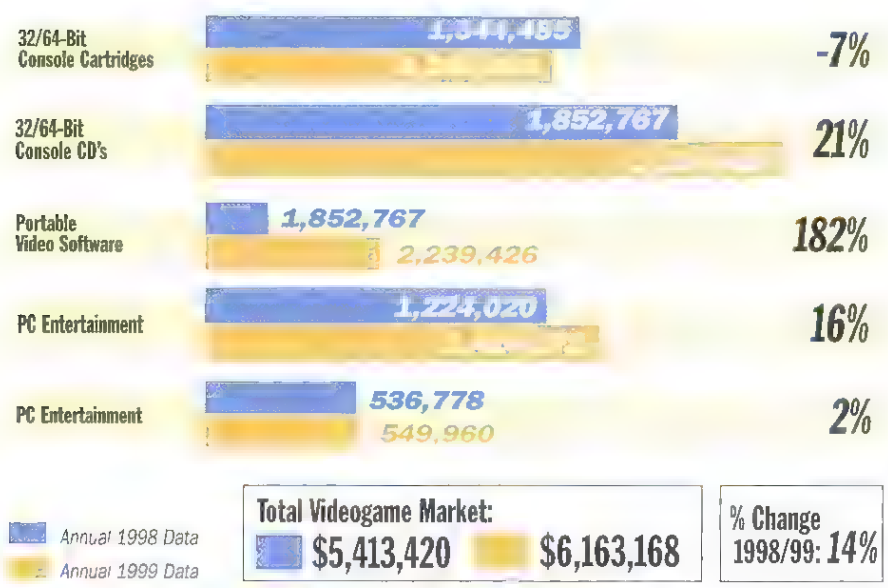
LAST WEEK	THIS WEEK	PUBLISHER
1	1	Electronic Arts
2	2	Nintendo of America
4	3	Hasbro
3	4	Sony
5	5	Havas
6	6	Activision
7	7	GT Interactive
9	8	Acclaim
10	9	Mattel
11	10	THQ
14	11	Eidos
12	12	Midway Home Ent.
13	13	Namco
15	14	Microsoft
17	15	Sega of America
8	16	Disney Interactive
16	17	Infogrames
18	18	Capcom
20	19	Konami
19	20	Interplay
23	21	Fox Interactive
25	22	Red Storm
21	23	The 3DO Company
26	24	Egames
27	25	Valusoft
24	26	Take 2
22	27	LucasArts Entertainment
28	28	Crave Entertainment
29	29	Square EA
**	30	Southpeak Interactive

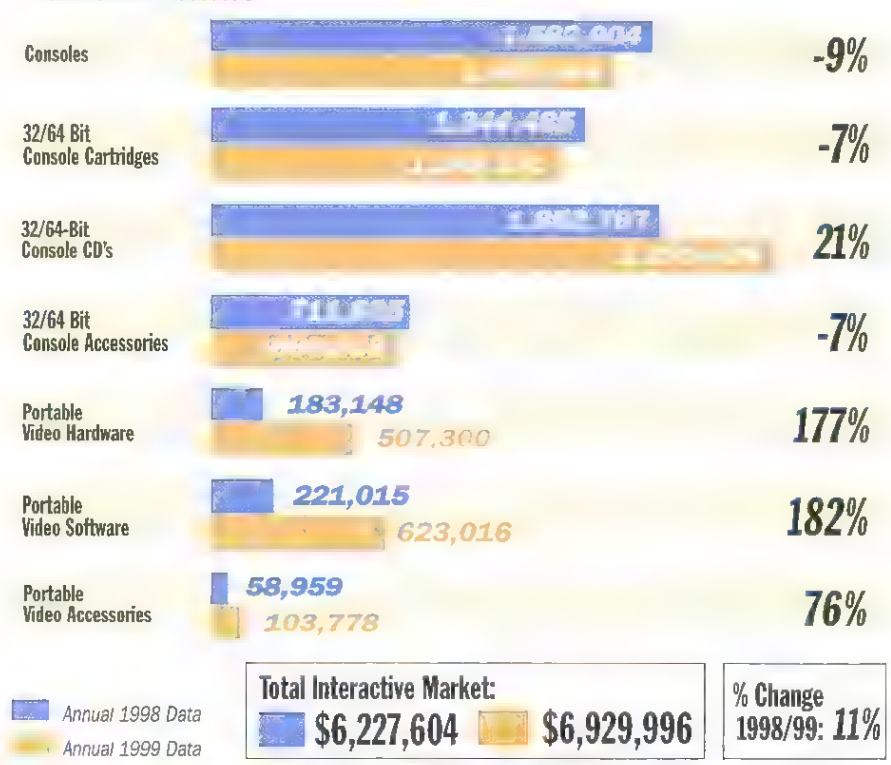
***Not In Top 30 Last Week*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

'98-'99 Market Comparison

U.S. Market • Total Dollar Sales (in 000's)





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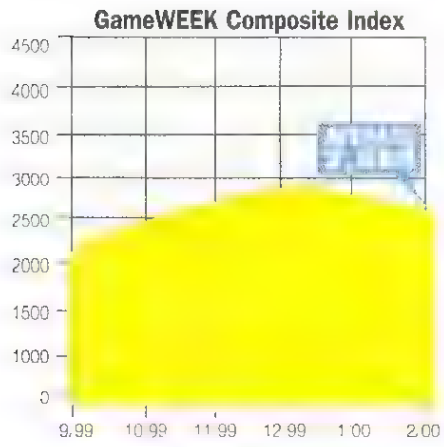
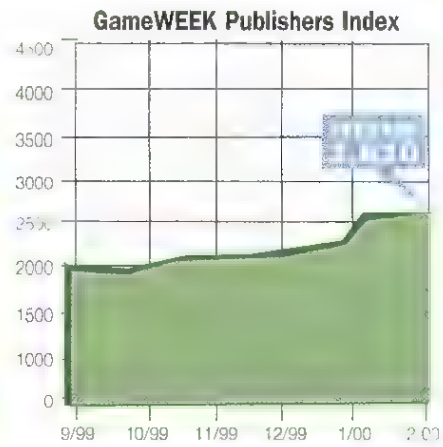
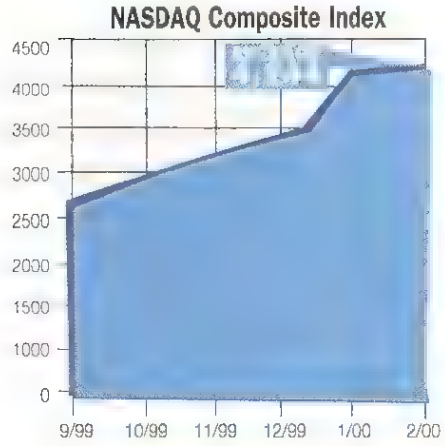
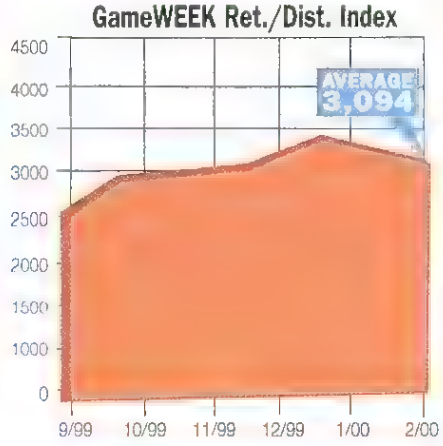
Index Comparisons









Summary of Results

Advances: 36 ***Declines:*** 26 ***Unchanged:*** 1

GAINERS	% CHANGE
Logitech	35.33%
Amazon.Com Inc	27.36%
3D Labs Inc Ltd	25.00%
Electronic Arts	20.93%
Staples	20.93%

LOSERS	% CHANGE
Voxware Inc	-19.59%
Digital River Inc	-13.47%
Good Guys	-13.25%
Cdnow Inc	-10.42%
Tandy	-10.32%

INDEX COMPARISONS	1.28.00	2.04.00	NET CHANGE	% CHANGE
GameDaily Composite Index	2413.47	2587.57	174.10	7.21%
GameDaily Publishers Index	2422.71	2609.95	187.24	7.73%
GameDaily Retailers/Distributors	2945.05	3093.56	148.52	5.04%
NASDAQ Composite	3887.07	4244.14	357.07	9.19%
Dow Jones Industrial Average	10738.87	10963.80	224.93	2.09%
S&P 500 Stock Index	1360.15	1424.37	64.22	4.72%
Russel 2000	504.62	504.62	0.00	0.00%

Source: CNET Investor (investor.cnet.com) "This information is based on sources believed to be reliable, and while extensive efforts are made to assure" "its accuracy, no guarantees can be made. CNET Investor assumes no liability for any inaccuracies."

EXCH	TICKER	COMPANY	52-WEEK HIGH	52-WEEK LOW	P/E RATIO	12/1/00 CLOSE	1/4/00 CLOSE	CHANGE IN PERIOD	CHANGE IN YEAR
PUBLISHERS AND MANUFACTURERS									
NASD	TDDD	3D Labs Inc Ltd	8.93	2.75	-	6.50	8.13	25.00%	132.14%
NASD	TDFX	3Dfx	23.00	7.50	-	8.75	8.25	-5.71%	-34.65%
NASD	THDO	3DO	11.43	3.68	-	7.94	8.53	7.48%	-77.27%
NASD	AKLM	Acclaim	10.00	3.00	8.6	3.34	3.63	8.41%	-70.41%
NASD	ATVI	Activision	18.25	9.75	20.5	16.38	15.75	-3.82%	-41.57%
NASD	MIGS	McGlen Internet Group	15.00	0.56	-	4.75	4.31	-9.21%	109.09%
NYSE	AMD	Advanced Micro Devices Inc	45.12	14.56	-	35.25	38.56	9.40%	-32.97%
NASD	AAPL	Apple Computer	121.50	32.00	29.3	101.63	108.00	6.27%	163.82%
NYSE	BDE	Brilliant Digital Enmt Inc	7.93	2.18	-	6.19	5.88	5.05%	235.71%
NYSE	CRUS	Cirrus Logic	16.50	6.00	-	13.78	15.06	9.30%	-53.50%
NYSE	CPQ	Compaq Comp.	47.93	18.00	80.1	27.50	27.25	-0.91%	-35.12%
NASD	CREAF	Creative Labs	22.00	8.87	18.4	16.50	19.19	16.29%	-27.92%
NASD	DELL	Dell	54.87	31.37	63.1	37.25	38.50	3.36%	-5.21%
NYSE	DIS	Disney	38.50	22.75	61.5	36.75	38.13	3.74%	-27.08%
NASD	EIDSY	Eidos Interactive†††	21.00	3.50	48.4	9.50	9.19	-3.29%	-42.80%
NASD	ERTS	Electronic Arts	124.43	38.00	41.7	71.06	85.94	20.93%	-53.12%
NASD	GTIS	GT Interactive	5.75	1.56	-	2.44	2.50	2.56%	-50.00%
AMEX	HAS	Hasbro	37.00	14.93	12.3	15.50	15.88	2.42%	-56.06%
NYSE	HWP	Hewlett Packard	118.87	63.37	35.3	108.75	118.00	8.51%	-72.74%
NYSE	IBM	IBM	139.18	80.87	28.1	111.38	115.63	3.82%	-25.42%
NASD	INTC	Intel	106.62	50.12	49.6	94.00	104.75	11.44%	-76.70%
NASD	IENTC	Interactive Magic	6.87	0.50	-	3.88	3.50	-9.68%	-18.25%
NASD	INGR	Intergraph	10.25	3.18	-	5.44	5.63	3.45%	-2.17%
NASD	IPLY	Interplay	4.43	1.56		3.91	3.94	0.80%	121.05%
NASD	LOGIY	Logitech	62.25	11.87		46.00	62.25	35.33%	447.25%
NASD	MVSN	Macrovision	125.00	14.00	312.5	97.75	96.88	-0.90%	358.58%
NYSE	MAT	Mattel Inc	30.31	10.00	16.3	10.88	10.75	1.15%	-54.26%
NASD	MSFT	Microsoft	119.93	72.00	67.0	98.25	106.56	8.46%	-53.67%
NYSE	MWY	Midway	24.87	7.62	40.4	14.69	15.75	7.23%	-43.18%
NASD	RCOT	Recoton	17.25	5.43		10.81	12.13	12.14%	-32.40%
NASD	EGAM	eGames Inc.	6.15	2.00	60.9	2.44	2.44	0.00%	-47.17%
NYSE	SIII	S3 Inc	18.00	6.00	-	14.63	15.00	2.56%	104.26%
NYSE	SNE	Sony Corp.	295.87	71.68	93.5	243.06	269.31	10.80%	274.05%
NASD	TTWO	Take Two	17.50	6.87	16.0	11.81	12.13	2.65%	-46.97%
NASD	THQI	THQ	39.37	10.93	13.0	21.84	21.25	-2.72%	-24.11%
NASD	CSCC	CenterSpan	35.37	9.75		24.63	24.00	-2.54%	-50.00%
AMEX	VIA	Viacom	61.87	36.68	131.5	57.56	61.81	7.38%	-68.05%
NASD	VOXW	Voxware Inc	5.53	0.56	-	3.03	2.44	-19.59%	151.61%
RETAILERS AND DISTRIBUTORS									
NASD	AMZN	Amazon.Com Inc	113.00	41.00	-	61.69	78.56	27.36%	-46.73%
NASD	AMES	Ames Stores	48.87	20.00		21.13	24.19	14.50%	-10.42%
NYSE	BKS	Barnes & Noble	40.25	18.50	16.7	21.00	20.75	-1.19%	-51.18%
NYSE	BBY	Best Buy	80.50	36.62	40.3	48.75	56.88	16.67%	-85.34%
NASD	BYND	Beyond.Com Corp.	37.00	5.94	-	6.25	5.94	-5.00%	-71.39%
NASD	CDNW	Cdnow Inc	24.93	8.50		12.00	10.75	-10.42%	-40.28%
NYSE	CC	Circuit City	53.87	25.93	71.6	38.75	43.69	12.74%	-74.97%
NYSE	CPU	Comp USA	14.18	4.87	-	9.69	9.88	1.94%	-24.40%
NASD	COOL	Cyberian Outpost Inc	27.62	7.62		9.44	9.34	-0.99%	-66.02%
NASD	CYSP	Cybershop Intl Inc	17.50	5.06	-	5.75	5.28	-8.15%	-53.57%
NASD	DRIV	Digital River Inc	51.37	18.25	-	30.63	26.50	-13.47%	-25.35%
NASD	EBAY	eBay Inc	234.00	63.93	-	147.56	168.06	13.89%	-39.33%
NASD	ELBO	Electronics Boutique	26.31	12.12	-	16.50	16.13	-2.27%	-20.86%
NASD	FNCO	Funco Inc.	24.62	9.93	7.6	11.00	10.50	-4.55%	-40.00%
NASD	GGUY	Good Guys	11.00	2.75		7.78	6.75	-13.25%	-4.85%
NYSE	KM	K Mart Corp.	18.62	8.28	12.4	8.50	8.69	2.21%	-43.27%
NYSE	MAY	May Dept Stores	45.37	29.18	12.0	31.25	29.50	-5.60%	-26.71%
NASD	NAVR	Navarre	21.93	5.18	-	5.94	5.38	-9.47%	-46.58%
NYSE	S	Sears	53.18	26.68	8.4	30.06	31.88	6.03%	-25.00%
NYSE	SME	Service Merchandise	0.28	0.00	-	0.28	0.28	-0.44%	-0.44%
NASD	SPLS	Staples	35.93	16.43	46.4	21.50	26.00	20.93%	-40.49%
NYSE	TAN	Tandy	79.50	25.75	40.2	48.44	43.44	-10.32%	110.93%
NASD	TOPS	Tops Appliance	2.12	0.40	-	0.75	0.69	-8.33%	-75.56%
NYSE	TOY	Toys R Us	24.75	9.75	8.8	10.06	11.63	15.53%	-31.37%
NYSE	WMT	Walmart	70.25	38.81	48.1	55.13	56.31	2.15%	-38.30%

INDUSTRY INFORMATION

Game Rentals • Calendar of Events • Consumer Pubs

VIDTRAC's Top 25 Renting Games

For the week ending January 30, 2000

Rank	Game Label	Title	Publisher	Street Date	Days In Release	List Price (Equiv.)	Weekly Turns (000)
1	N64	WWF Wrestlemania 2000	THQ Inc.	11/17/99	74	$59.99	100
2	PSX	Gran Turismo 2	Sony Computer Entertainment	12/22/99	39	NA	92
3	N64	Super Smash Bros.	Nintendo of America	4/26/99	279	NA	88
4	N64	Donkey Kong 64	Nintendo of America	11/23/99	68	$59.95	81
5	N64	Army Men Sarge's Heroes	3DO Games	9/29/99	123	$59.99	75
6	N64	Mario Party	Nintendo of America	2/12/99	352	NA	68
7	PSX	Tomorrow Never Dies	Electronic Arts	11/10/99	81	$39.99	66
8	N64	Pokémon Snap	Nintendo of America	7/26/99	188	$54.99	57
9	N64	NFL Blitz 2000	Midway	8/25/99	158	$54.99	54
10	PSX	Medal of Honor	Electronic Arts	11/10/99	81	$39.99	53
11	PSX	Driver	GT Interactive	6/1/99	243	NA	52
12	PSX	Resident Evil 3: Nemesis	Capcom	11/11/99	80	$44.99	51
13	N64	Toy Story 2	Activision	11/17/99	74	$49.99	51
14	PSX	Tony Hawk's Pro Skater	Activision	9/29/99	123	$39.99	48
15	N64	Ready 2 Rumble Boxing	Midway	11/10/99	81	$54.95	41
16	PSX	Crash Team Racing	Sony Computer Entertainment	10/19/99	103	$39.99	40
17	PSX	Ready 2 Rumble Boxing	Midway	11/10/99	81	$39.99	39
18	PSX	Toy Story 2	Activision	11/17/99	74	$39.99	35
19	PSX	Spyro 2 Ripto's Rage	Sony Computer Entertainment	11/3/99	88	$44.99	34
20	PSX	WWF Attitude	Acclaim Entertainment	7/14/99	200	$39.99	34
21	N64	Road Rash 64	THQ Inc.	9/22/99	130	$54.99	33
22	N64	Mario Golf	Nintendo of America	7/26/99	188	$54.99	32
23	N64	Madden NFL 2000	Electronic Arts	9/1/99	151	$49.99	31
24	PSX	Tomb Raider 4: Last Revelation	Eidos Interactive	11/24/99	67	$39.99	31
25	PSX	NFL Blitz 2000	Midway	8/25/99	158	$49.99	29

Rental index shows the relationship of game titles against the top renting title

Consumer Publications

An Express View of Software Rating from Leading Consumer Magazines and Websites

TITLE	PUBLISHER/SYSTEM	MAGAZINE	RANK	MAGAZINE	RANK	MAGAZINE	RANK
Crazy Taxi	Sega, DC	Videogames.com	8.7/10	EGM	9.0/10	GameFan.com	96/100
E.G.G.	Vatical, DC	Videogames.com	6.8/10	EGM	6.5/10	GameFan.com	71/100
Final Fantasy VIII	Square EA, PC	Gamespot.com	6.7/10	Game-Over.net	95%	IgnPC.com	7.4/10
Hangsim	Wilco, PC	Gamespot.com	5.5/10	Gamecenter.com	5/10	IgnPC.com	7.0/10
Descent 3: Mercenary	Interplay, PC	Gamespot.com	6.0/10	Gamecenter.com	6/10	IgnPC.com	8.8/10
Road Rash: Jail Break	EA, PSX	Videogames.com	7.7/10	EGM	6.5/10	IgnPSX.com	7.0/10
Roadsters	Titus, N64	Videogames.com	4.8/10	EGM	4.5/10	Ign64.com	7.5/10
Konami Arcade Classics	Konami, PSX	Videogames.com	7.0/10	Gamecenter.com	7/10	IgnPSX.com	4.5/10

Calendar of Events

March

8-12 Game Executive/ Game Developer's Conference
San Jose, CA
www.gdconf.com

April

5-7 Spring Internet World
Los Angeles, CA
www.events.internet.com

17-20 Comdex
Chicago, IL
www.comdex.com

May

11-13 E³
Los Angeles, CA
www.e3expo.com

June

13-15 Licensing Expo International
NYC, NY
www.licensing.org

27-29 PC Expo
NYC, NY
www.pcexpo.com

July

8-10 VSDA
Las Vegas, NV
www.vsda.org

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GameWEEK Interview

Mattel Interactive's

Amy Boylan

After some difficulties in '99 the company is prepared to get back on track

By Marc Dultz

Mattel has long been regarded as the number one toy maker in North America, thanks, in large part, to its two perennial favorites: Barbie and Hot Wheels. These two best-selling franchises have consistently ranked at the top of the sales charts, enabling Mattel to become the leading maker of boys and girls toys for the better part of four decades. So when Mattel decided to enter the interactive entertainment industry several years ago, it hardly came as any surprise that the Company would again call out its two big guns to help it establish a solid foothold in the software market.

Since then, Mattel has certainly done well for itself, growing its interactive business and gaining a respectable share of the multi billion dollar software pie. Last year, however, in a move aimed at broadening its product portfolio, Mattel decided to acquire both Purple Moon and The Learning Company—two highly respected names in the software industry that fit well within Mattel's corporate framework and lets it penetrate other key areas of the business.

As you might expect, changes followed in the wake of these acquisitions. Late last year, in a move designed to more effectively manage its operations, Mattel decided to split its interactive entertainment division into two groups: Mattel Media and Mattel Interactive. And, to help run the new Mattel Interactive division, the Company appointed Amy Boylan as its senior vice president and general manager.

Recently, *GameWEEK* paid a visit to Ms. Boylan at her El Segundo office. In our exclusive interview, Amy explains some of the reasons that led up to the formation of Mattel Interactive and how the new business unit compares with the organization once known as Mattel Media. Amy also discusses some of Mattel Interactive's core brands and how they will all work in concert to make Mattel Inc. a force to be reckoned with in the software business.

GameWEEK: *Amy, how did your background help to land you a key position at Mattel Interactive?*

Amy Boylan: Well, I have been in the entertainment software industry for over ten years, working primarily in product development. I have served as vice president at MicroProse, Inc., where I was responsible for heading up the company's Hunt Valley, Maryland studio. At MicroProse, I directed multiple teams that were then responsible for a number of very key titles, with an emphasis on action, simulation and strategy games, including *Magic the Gathering*, *M1 Tank Platoon 2*, *European Air War*, and *Civilization: Fantastic Worlds*, to mention just a few.

Barbie Race & Ride *for PlayStation*

Prior to joining MicroProse, I was director of product development at Acclaim Entertainment, where I managed an organization responsible for 64 products, which included such titles as *Turok*, *Magic the Gathering* and *Bust A Move 2*.

My career also includes several years at Capstone and Three-Sixty Pacific Software, where I was vice president of product development and licensing. At Three-Sixty, I managed producers, programmers, engineers and technical support teams, as well as several outside development groups.

I joined Mattel in November 1998, coming aboard as vice president of product development for Mattel Media. Last fall, I was promoted to the position of senior vice president and general manager for the entertainment division of Mattel Interactive, a unit of Mattel, Inc. I now oversee all business functions for the various product lines, which include Mattel Media, Intel Play, Mindscape Entertainment, SSI and Red Orb. Although I'm based at the Mattel headquarters in El Segundo, California, I also travel extensively, which enables me to oversee our product development studios in Portland, Oregon and Novato, California.

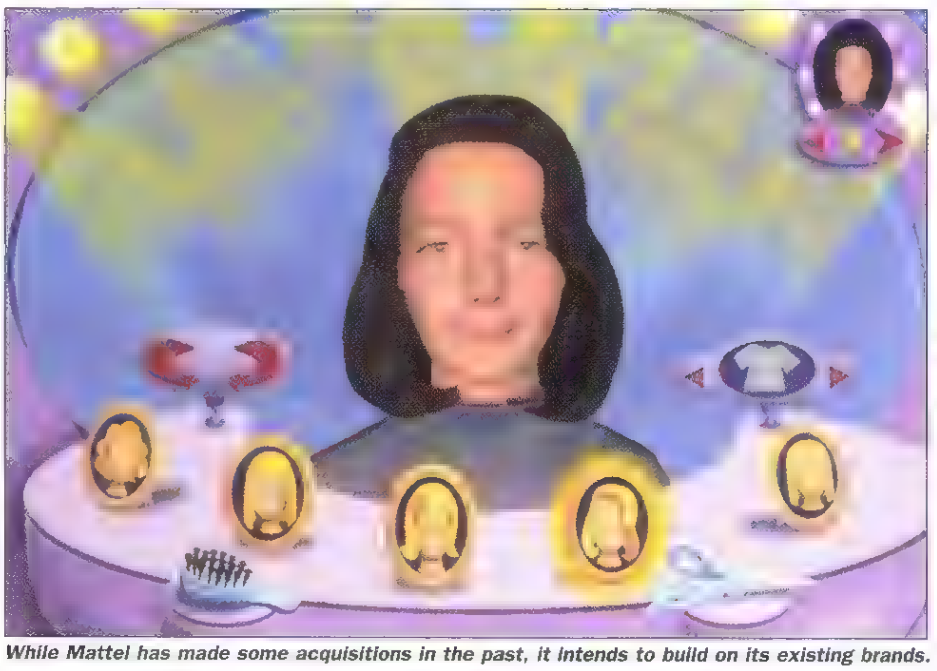
GW: *What's the difference between Mattel Media and the newly formed Mattel Interactive?*

AB: Mattel Interactive represents the new organization structure that has been developed as a result of Mattel, Inc.'s acquisition of The Learning Company. Now, all the interactive businesses from The Learning Company, Mattel Media and Intel Play have been integrated into one organization. Mattel Interactive is divided into two primary business units: the Entertainment division, which I oversee, and the Learning and Productivity division, which is being run by Cindy Hudson. The Entertainment division consists of the Mattel Media, Intel Play, Mindscape Entertainment, SSI and Red Orb brands.

Mattel Media takes care of our children's entertainment software and specializes in taking the beloved toy and game brands of Mattel, Inc. and bringing them to life on new technology platforms. Mattel Media publishes entertainment software under the Barbie, Purple Moon, Hot Wheels, Matchbox and Nickelodeon banners, and toy products for the PC, Game Boy and PlayStation game consoles.

Intel Play is a brand of PC-enhanced toys being created through Mattel's collaboration with Intel. Our first Intel Play product is the critically acclaimed QX3 Computer Microscope that shipped this past fall. Our second title, the Me2Cam Computer Video Camera with Fun Fair CD-ROM, is available now at online e-tailers and will be launching at retail this spring.

Our SSI label has a very strong heritage in the gaming industry with best-selling games in the simulation, strategy and adventure role-playing genres. Red Orb, on the other hand, is our adventure and action brand, while Mindscape Entertainment handles our family games and lifestyle



While Mattel has made some acquisitions in the past, it intends to build on its existing brands.

products, with franchises that include *ChessMaster*, *Dogz* and *Catz*.

I am very excited about the future of Mattel Interactive's entertainment division. As you can see, we have some incredible entertainment software brands in our product portfolio.

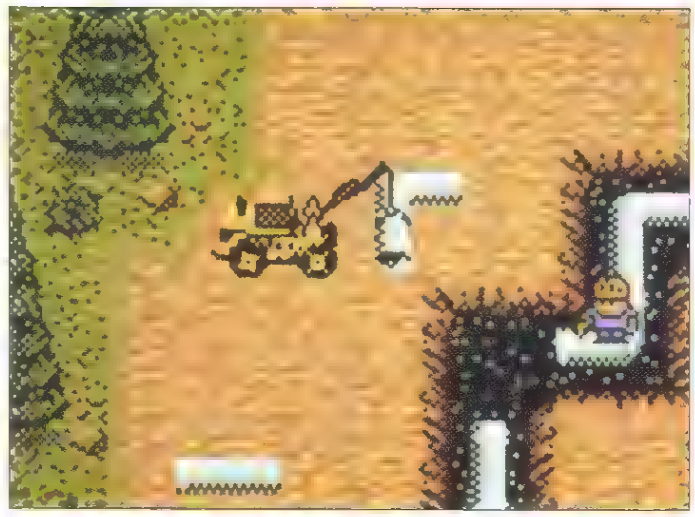
***GW:** According to company officials, the entire organization is currently being re-structured. What's the reason for this re-organization and why will it enable you to conduct business on a more efficient basis?*

AB: With the new Mattel Interactive organization, we have the opportunity to bring together some of the greatest brands in the interactive software industry under one roof. In the Entertainment unit, we are able to achieve great efficiencies by integrating Mindscape Entertainment, SSI, Mattel Media and Intel Play into one entertainment publishing house, instead of having a bunch of development studios operating independently of one another. We are able to share technologies and core competencies to make the best products possible for all of our brands. And by bringing these development teams together, we have been able to unite the personnel in our studios, creating a very unique, family-like unit. I am very pleased with the creative ideas that have been generated by this new product development team for each of our products and brands.

***GW:** Some software game publishers, such as Hasbro, Electronic Arts and Infogrames, seem to be acquiring companies phenomenal rates. Does Mattel Interactive believe that the only way to gain market share in an increasingly competitive marketplace is to purchase or acquire established companies?*

AB: Certainly Mattel, Inc. believes in growing through acquisition. For instance, last year we went out and acquired The Learning Company, the leading publisher of children's software. If handled properly, acquisitions can certainly help to grow a business. We will look at growth through acquisition only if it is a right fit and makes sense in our overall business plan.

In addition to making acquisitions, Mattel has been very successful at growing its interactive business by organic means. For example, Mattel Media was formed several years ago and has since gone on to become one of the preeminent publishers of kids titles. By building its brands on the PC and expanding onto new platforms, we have been able to generate substantial revenues for Mattel, Inc. Keep in mind that we started out with one brand and one title: *Barbie Fashion Designer* CD-ROM. This past year, we published 33 titles for 10 different brands, on three different hardware platforms.



Matchbox Caterpillar Construction Zone

Hot Wheels Stunt Track Driver

***GW:** Many game publishers have deployed their own online gaming portals as a means of keeping gamers interested in their titles and as a way to extend a product's shelf life. On several occasions, SSI has indicated that it plans to launch its own gaming portal, although to date, the company has, at best, managed to make its games available on a few third party gaming sites. Why has it taken the Company so long to deploy a gaming portal, and does Mattel Interactive plan on having a portal up and running anytime soon?*

AB: I don't feel it is appropriate for me to comment on previous announcements made by former executives. I can say that online gaming will play an important role for the Mattel Interactive Entertainment division as we continue to move forward. We are currently developing plans to bring many of our brands into the online gaming space, but at this juncture, it is too early for us to reveal those plans in greater detail. I will, however, be able to discuss these plans at length at the upcoming E3 show.

> *"With the new Mattel Interactive organization, we have the opportunity to bring together some of the greatest brands in the interactive software industry under one roof."*

***GW:** Over the last couple of years, Mattel Inc. has suffered financial losses because a couple of its larger retail customers have had to cancel orders in the fourth quarter. Do you think both Mattel Inc. and Mattel Interactive will have to take a closer look at the burgeoning e-commerce Internet business as a way to replace some of the lost revenues?*

AB: As a corporate entity, Mattel Inc. is already looking at ways to grow its e-commerce business, which will directly benefit Mattel Interactive. We are also fortunate enough to inherit The Learning Company's e-commerce capabilities, so the future certainly looks exciting for us in this area.

***GW:** Does this mean that Mattel Interactive will one day have to become a software publisher and "e-tailing" storefront all rolled into one, and, if so, how will it affect your current retailing relationships?*

AB: Our first priority is our retail partners. This past holiday season, we worked together with our retail partners to take advantage of their e-tailing opportunities on the Internet. As we move forward, these partners will play a major role in how we develop our e-commerce business model.

***GW:** I understand that during the holiday season Mattel encountered some problems getting its new Barbie PC into the retail channel. What was the reason for the backlog in deliveries, and what steps were taken to remedy the situation?*

AB: Earlier this year, Mattel Media entered into a licensing agreement with Patriot Computers, a direct-to-consumer PC manufacturer, which enabled Mattel to develop Barbie and Hot Wheels computers that were specially designed for kids. Patriot did experience a delay in production, and that, coupled with strong demand for the PCs, created a backlog. Patriot notified customers of this delay as soon as it became apparent. Meanwhile, Mattel provided computer-related gift certificates as well as toys and software to all of its affected customers, apologizing for the inconvenience and thanking them for their patience.

***GW:** What are some of the key products currently in development at each of the Mattel Interactive brands?*

AB: We are very excited about our product line ups for the year 2000 and beyond. In 1999, Mattel Media made some key product introductions on the Game Boy and PlayStation systems for our Barbie, Hot Wheels and Matchbox brands. Going forward, we are expanding our console business to include new Game Boy, N64, PlayStation and Sega Dreamcast titles for each of these brands. We also intend to make some of our other brands, in particular Purple Moon and Tyco RC, available on these operating systems.

With our Intel Play brand, we will be unveiling some exciting new PC-enhanced toys at the upcoming Toy Fair convention in February. On the hard-core front, we have a strong product line-up coming out of our Mindscape Entertainment and SSI labels. Finally, we are working very aggressively towards supporting the new PlayStation2 game console.

***GW:** Companies such as Electronic Arts and MicroProse are looking to the future, developing games that will work in conjunction with other series-based products. Does Mattel Interactive have any similar plans in*

(continued on page 38)

IMPORT REPORT

GAME CAVE

What's New from Overseas

Join us each month as we provide the latest information on import games which have yet to be published in the U.S. Please keep in mind that—as always—products can be delayed due to development snags and release dates are subject to change.

by Jim Loftus

Zombie Revenge *box art for Dreamcast: a prime example of the startling contrast between Japanese and U.S. game packaging.*

Two new* Biohazard *games,* Gun Survivor *and* Code Veronica, *shipped February 1 in Japan. Capcom heavily promoted the release of both games with POP materials and playable demo stations. Thanks to CoreMagazine.com for the photo.

SCORE!

Recent software scores as seen in Japanese gaming publications

PlayStation

PlayStation Title, Publisher	Gaming Publication, Score
Biohazard Gun Survivor, Capcom	Famitsu: 7, 7, 7, 6
Chocobo's Mysterious Dungeon 2, Square	Famitsu: 8, 8, 8, 9
Countdown Vampires, Bandai	Famitsu: 7, 7, 8, 8
Koudelka, SNK	Famitsu: 8, 6, 7, 7
Parasite Eve 2, Square	Famitsu: 8, 7, 8, 7
Street Fighter Zero 3, Capcom	Famitsu: 9, 9, 9, 8
Suikoden 2, Konami	Famitsu: 8, 7, 7, 8

Dreamcast

Dreamcast Title, Publisher	Gaming Publication, Score
Chu Chu Rocket, Sega	Famitsu: 7, 6, 8, 6
D2, Warp	Famitsu: 9, 7, 8, 8
	Dreamcast Magazine: 8, 7, 9
Maken X, Atlus	Dreamcast Magazine: 9, 9, 7
Roommania #203, Sega	Famitsu: 9, 8, 8, 8
Seven Secret Mansions, Koei	Famitsu: 7, 5, 7, 6
Shenmue Chapter One: Yokosuka, Sega	Famitsu: 8, 9, 8, 8
	Dreamcast Magazine: 10, 9, 9
Tokyo Bus Guide, Forty-Five	Dreamcast Magazine: 7, 7, 7
UnderCover AD2025 Kei, Pulse	Famitsu: 6, 6, 6, 6
Virtual On: Oratorio Tangram	Famitsu: 10, 10, 10, 9

PS2 playstation2

Game	Publisher	Release Date	Game	Publisher	Release Date
Ace GP	Namco	Summer	Gradius III and IV	SCE	spring
All Star Pro Wrestling	Square	Spring	Jikkyo Powerful Pro Baseball	Konami	March
Armored Core 2	From Software	Summer	Kessen	Electronic Arts	March 4
Bouncer, The	Square	March	Kidou Senshi The Demon War	Capcom	Summer
Dark Cloud	SCE	Winter	Ridge Racer V	Namco	March 4
Driving Emotion Type S	Square	March 4	Sky Surfer	Electronic Arts	March 4
Formula One	Sony	March 4	Star Wars Racer	Sony	March 4
Fighting Fighter	Sega	March 1	Street Fighter EX	Capcom	March
Ever Grace	From Software	Spring	Tekken Tag Tournament	Namco	March
Fantavision	SCE	March 1	Xevious	Namco	spring

playstation

Game	Publisher	Release Date	Game	Publisher	Release Date
Beat Mania 4th Mix The Beat goes on	Konami	NOW	Metal Gear	SNK	March 30
Biohazard: Gun Survivor	Capcom	NOW	Mission Impossible: Operation Surma	Infogrames	March 3
Breath of Fire V	Capcom	TBA	Music Maker '99	Asmik	spring
Card Fighter Clash	Tecmo	March 16	Parasite Eve 2	Square	NOW
Chrono Trigger	Square	NOW	Pop'n Music 2 Append Disc	Konami	NOW
Chrono Cross	Square	NOW	Rockman Dash	Capcom	spring
Countdown Vampires	Bandai	NOW	RPG Maker 4	Asmik	March 30
Dance Dance Rev 2nd Mix Club Version	Konami	NOW	Samurai Spirits: The New Chapter Bushido	SNK	NOW
Dance Dance Rev 2nd Mix Dance Maniax	Konami	NOW	Tenamonya Dreams	Bandai	NOW
Dew Prism	Tecmo	NOW	Tower Dancers: Legend of Mana	Square	NOW
Digimon Digital Card Battle	Bandai	NOW	Stryder 1 & 2	Capcom	February 21
Dragon Quest VII: Warriors of Eden	Enix	May	Super Robot Taisen Alpha	Banpresto	March
Dragon Valor	Namco	NOW	Taisen Puzzle-dama	Namco	March
Gunbird 2	Banpresto	NOW	Tokimeki Memorial 2	Konami	NOW
Hanafuda	Tecmo	NOW	Vagrant Story	Square	NOW
Legend of Legaia	SCE	NOW	World Stadium 4	Namco	March 2

nintendo 64

Game	Publisher	Release Date	Game	Publisher	Release Date
Biohazard Zero	Capcom	TBA	Legend of Zelda: Mask of Mujula	Nintendo	April 27
Hybrid Heaven 64	Konami	NOW	Mario Artist Polygon Studio	Nintendo	February
Custom Robo	Nintendo	NOW	64DD game	Nintendo	NOW
Excitebike 64	Nintendo	February	Mario Party 2	Nintendo	February
Kirby Dash 64	Nintendo	March 24	Sim City 64 64DD game	Nintendo	February

dreamcast

Game	Publisher	Release Date	Game	Publisher	Release Date
Aero Dancing F	CRI	February 24	Marvel vs Capcom 2: Age of Heroes	Capcom	March 23
Berserk	Asmik	NOW	Power Stone 2	Capcom	spring
Biohazard: Code Veronica	Capcom	NOW	Rent a Hero No 1	Sega	Q1
Biohazard: Code Veronica	Capcom	NOW	Roommania #203	Sega	NOW
Carrier	Jaleco	February 24	Sakura Wars 1	Sega	Q2
Chu Chu Rocket, Bonus Stage game	Sega	NOW	Sega GT Homologation Special	Sega	NOW
Columns	Sega	NOW	Shenmue Chapter 1: Yokosuka	Sega	NOW
D2	Sega	NOW	Shenmue Chapter 2: Ryo and China	Sega	June
Daytona	Sega	TBA	SNK vs Capcom	Capcom	TBA
Dead or Alive 2	Tecmo	February	Sorcerian	Victor	spring
Deep Fear: Bonus game	Sega	February 24	Space Channel 5	Sega	NOW
Densha de Go 2 2000	Taito	NOW	Spawn in the Demon's Hand	Capcom	TBA
Evolution	Sega	NOW	Street Fighter III: Impact	Capcom	NOW
Get Bass	Sega	March 30	Super Runabout	Climax	March
Godzilla Generations: Maximum Impact	Sega	NOW	The Typing of the Dead	Sega	March 30
Grandia	GameArts	Summer	Tokyo Bus Guide	Forty Five	NOW
Incoming	Capcom	March 5	Trickstyle Strike	Acid	February 1
Get Bass Fishing	Bottom Up	NOW	Undercover 2025 Kei Nerike	Pulse	NOW
Ocean Hunter	Sega	Q1	Virtua Cop	Sega	March 2
Pro Yakyuu Powerful Pro Baseball	Konami	March 30	Virtual On: Oratorio Tangram	Sega	NOW
Make X	Atlus	NOW	World Series 99	Sega	Q1

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Entertain.Software Ratings Board • 212-759-0700
European Leisure Software Publishers Assoc. • 011-1386-830642
Interactive Digital Software Assoc. • 202-833-4372
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Mattel's Amy Boylan

place, and, if so, how difficult is it to have two separate developers cooperate with one another to produce a joint project?

AB: Yes, we do have similar plans in place and are working on products of that nature under our SSI brand. Both *Destroyer Command* and *Silent Hunter II* are being designed from the ground up to work in tandem.

***GW:** In a crowded and oftentimes confusing marketplace, some companies believe that it makes more sense to promote a handful of higher profile titles rather than a more extensive product line. Do you feel this strategy has merit, and, with only a handful of titles released each year, can it lead to a situation where a Company can increase revenue but also lose market share?*

AB: To be truly successful in this business, you must not only be able to produce high profile hits, but also develop solid, high quality product franchises that you can build upon year after year. The revenues generated from these "evergreen" franchises allow publishers such as Mattel to take more risks on high profile titles. Good examples of evergreen franchises in our product portfolio include Mattel Media's Barbie and also Hot Wheels lines, the *Chessmaster* series by Mindscape Entertainment and the SSI brands. These lines have a built-in audience that will consistently look for the next new version or product to come out in an ongoing series. This model helps us create a strong foundation for continued growth.

Software for the Me2Cam Computer Video Camera

***GW:** As we move forward into the next century, what do you see as the greatest challenge facing Mattel Interactive and the interactive entertainment industry at large?*

AB: I believe one of the biggest challenges facing our industry is being able to accurately anticipate changes in technology. We must not only manage our business during the video console transitions, but also look ahead at new opportunities on the Internet as well as emerging technologies in the broadband area.

I also think that pricing will remain a sensitive issue, at least for the foreseeable future. With the erratic pricing in the CD-ROM software market, it's difficult for anyone to create the right product, for the right market, at the right price and still maintain their margins.

Another major issue is brand building. Companies can no longer afford to develop "one-off" products like they did in the past. With the rise in development and marketing costs, companies are instead looking to create products that will serve as the cornerstone for future franchises, so they can meet the needs of their consumer and better allocate their resources in the most efficient manner. GW

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GameWEEK (ISSN # 1097-394X) is published weekly—except Jan. 10, Jan. 24, Feb. 28, Mar. 20, Apl. 10, May 22, Jun. 5, Jul. 10, Jul. 24, and Aug. 7—by CyberActive Media Group, Inc., 64 Danbury Road, Suite 500, Wilton, CT 06897. Copyright 1995, 1996, 1997, 1998, 1999, 2000 CyberActive Media Group, Inc. All rights reserved. Periodicals postage rate is paid at Wilton, CT and additional mailing offices. POSTMASTER: Send address changes to: 64 Danbury Road, Suite 500, Wilton, CT 06897. No part of this publication may be reproduced in whole or in part without express permission from the Publisher. *GameWEEK* is provided free of charge to pre-qualified professional buyers within the interactive gaming industry. One year subscription rate for the United States is $99.00, Europe $149.00. Elsewhere $200.00. Single copy price is $3.95. Canada $6.95. BPA International Membership established June 1999.. Printed in the USA. All software, hardware, characters and the like contained within this publication are copyright and trademarks of their respective corporations. CyberActive Media Group, Inc. may not be held responsible for typographical errors or omissions. Canada Post International Publications Mail Product Sales Agreement No. 1508803. Canadian Mail Distributor Information: Express Messenger International, P.O. Box 25058, London BC, Ontario, Canada N6C 6A8. Printed in the U.S.A.

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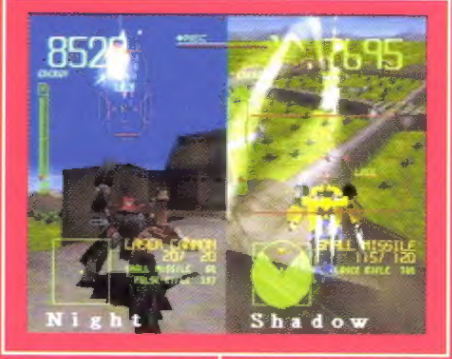

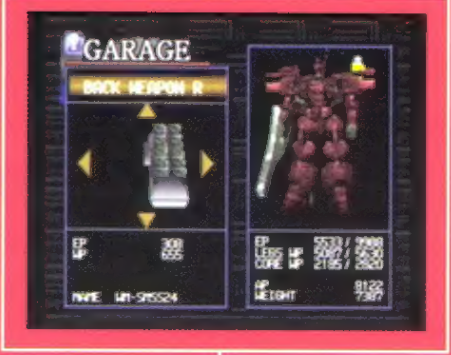

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"It will make fans of the series ecstatic and new comers will instantly enjoy the fast paced action that awaits." -SILICON MAGAZINE

Welcome back for more of the core — Armored Core: MASTER OF ARENA. Recognized as one of the best action games ever, the third installment of the Armored Core series is the best one yet. You are the mercenary pilot of an AC unit — you'll infiltrate bases, rescue hostages, and destroy hostile enemies in all-new challenging missions. Construction and customization of your master robot is a snap, and you can even use any or all of your saved ACs from previous Armored Core games. There's more of everything: 27 new weapons and body parts, 10 new battle stages, 10 new arenas, and new detailed missions of all-out destruction. Armored Core: MASTER OF ARENA is so massive it requires 2 discs! Its depth really shines in Arena Mode, where you can clash against the computer or connect a link cable for even more seriously awesome multi-player action.

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- 22 Battle Stages — 10 Brand New
- 19 Detailed Missions
- 10 New Arenas
- Use ALL Your Old Armored Core Creations
- 2-Player Combat with Split-Screen & Link Cable Play
- Custom Tailor Your Armored Core with Hundreds of Thousands of Different Weapon & Armor Combinations

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PlayStation

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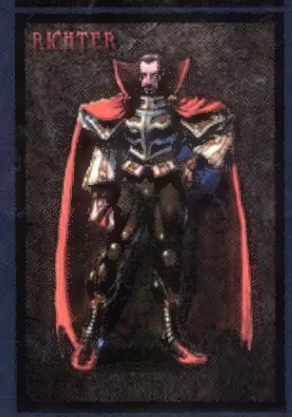

Action RTS and RPG Meet in a War of Heroes

KINGDOM UNDER FIRE

If you're missing out on Darkstone because you're still waiting for Diablo II, you must be very patient. If you miss out on Kingdom Under Fire because you're waiting for Warcraft III, you must be very foolish.

Kingdom Under Fire is a real-time strategy game, an action game and arole-playing game all at once. The RPG game follows the battles of one of seven heroes, who each have special abilities and can gain experience to develop new powers. In the course of 7 solo hero missons, featuring hundreds of items, their stories are revealed. The RTS game features three resources, 70 different units, and 20 missions for the opposing factions of darkness and light. The action elements of the game are geared for multi-player and will feature strategy mode, hero deathmatch, hero strategy mode, and hero RPG mode.

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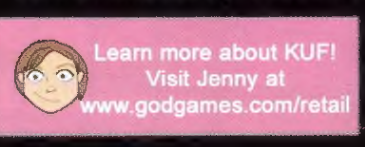

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